

A IOURNAL FOR ADVERTISERS.

GRO. P. ROWELL & Co., Publishers, 10 SPRUCE St., NEW YORK.

VOL. XIII. NEW YORK, SEPTEMBER 18, 1895.

No. 12.



## St. Louis Republic

Daily Average Circulation for 365 days in 1894, 57,335.

Sunday Average Circulation for 1894,

65,569.

Average Semi-Weekly, each issue for 1894,

125,384.

Sunday Average, Aug. 1, 1894, to Aug. 1, 1895,

66,033.

The St. Louis Republic has a larger circulation than any other morning daily published in Missouri.—Printers' Ink.

Proofs of circulation furnished in any practical manner suggested by an advertiser.

Rates quickly furnished by

THE REPUBLIC, St. Louis, Mo.

Or at New York Office, 146 TIMES BUILDING.



Large Crops Make Large Bank Accounts

The acquaintance of people having ready money is worth cultivating.

Bright advertisers know this, and arrange their advertising expenditures accordingly.

The country people are the prosperous class just now.

For the next year money will be abundant with them.

Their crops are enormous and will make them rich.

To secure the trade of the country people use the local weekly.

There are 1450 local weeklies on the Atlantic Coast Lists. They reach more than one million families weekly. One order, one electrotype does the business. Catalogue and estimate for the asking.

ATLANTIC COAST LISTS,
134 Leonard Street, New York.

## PRINTERS' INK.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

Vol. XIII.

NEW YORK, SEPTEMBER 18, 1895.

No. 12.

### By T. B. Russell.

I am asked to describe for PRINT-ERS' INK the advertising agents and

agencies of London.

It is well that I was not enjoined to enumerate them. There are probably only about a hundred in all; but the London Directory muddles them up in a manner which would make it extremely difficult to calculate the exact number. They are divided and subdivided, beyond hope of understanding, into advertisement agents, advertisement contractors, agents for advertisement prospectuses, advertisers' agents, proprietors of advertising offices (with twelve sub-divisions) and newspaper advertising agencies.

Many houses are put down in several of these categories. Some appear to be advertising agents but not advertising contractors, while some advertising contractors are not proprietors of advertising offices (which is strange), and there are such unexpected people included as contractors or agents of one sort and another that I was quite surprised not to find myself there-not that I am or ever expect to be one or

There are, as I have said, probably about a hundred different bona fide advertising agents here -people who actually place advertisements of one

LONDON'S ADVERTISING AGENTS, best known that are the most setisfactory to do business with. propose any attempt to institute comparison between one house and another. Most of them are very good friends of mine; but I hold no brief for any of them-have no favorite to write up and no enemies to get even with.

> Some of the most prominent advertising agencies get out a year book of one kind or another-generally described as an "advertisement directory," and containing information, more or less usefully tabulated, about the newspaper press of this country, together with enough advertisements to pay wholly or in part for the production of the volume-and in some cases to leave a profit. None of these annuals professes to give authoritative circulation ratings. The Newspaper Press Directory, edited by Mr. Walter Wellsman, F. R. S. L., is the oldest directory of the press now issued in this country, having been started by Mr. Charles Mitchell in 1846, and edited by him until 1858, when Mr. Wellsman took up the work, which he has continued ever since. It is the best arranged and most compendious of these books. The advertisements are wisely limited, and the book is sold at two shillings.

Probably the best way to give an kind or another; but for all purposes idea of various London agencies will of general interest the list can be con- be to take a few of them seriatim, and sidered much smaller. Naturally there give instances of the kind of advertisis a kind of specialism in the business. ing which they do. Premising that no Some houses go in for one kind of attempt is being made to range them business and some for another. One in order of importance or otherwise, I can easily have an acquaintance more will begin with Messrs. Street & Co., or less personal with most of the con- of 30 Cornhill, London, who also have cerns that PRINTERS' INK is likely to offices in New York, at Park Place and care anything about, without possess- Murray Street. This very well known ing either a particularly copious memory and respectable house does a consideror a very heavy card basket. No able business in company-prospectus addoubt some agencies are better than vertising, and in bankers' and shipping others; it is not always those that are advertisements; doing the whole of the

P. & O. Steamship Company's work. are the printing operations of which Among other well-known lines placed the concern is capable. by Street's are Lea & Perrin's Sauce, Apollinaris Water, Neave's Food, and Crosse & Blackwell's goods (jams, pickles, etc.).

Mr. James Willing, of 125 Strand, does chiefly theatrical work, which of English business, and have had rather course includes a good deal of billposting. There are two other Willings in the the "pure reading matter unclassified" advertising business-one of them mak- style. They do Warner's Safe Cure ing a specialty of railway and street and Dr. Williams' Pink Pills for Pale carriage advertisements and of enameled iron. It was this Willing who many years ago popularized the now well-known application of a Shakespearean quotation:

"WILLING 'doth give us Bold Advertisement. (HENRY VI.)

Messrs. Crossley, Moir & Co., of 571/2 Coleman street, place the English advertising of Carter's Little Liver Pills, and Scott's Emulsion, and many other well-known lines. They have a large and well established business, and possess many American clients.

The business founded by the late T. B. Browne, 163 Queen Victoria street, is now carried on by a company in his name, and is doing more business at the present time than ever before. The remarkable feature of the Browne concern is the way in which it combines under one roof all sorts of trades connected with advertising, that are not generally done by agents. Type setting, photography, writing and designing, wood engraving, process work, stereotyping, and electrotyping, are all done—and mostly well done—on the premises: There is a press service (for the supply of matter, pictures and stereotype to the country papers), which was mentioned by me in these columns when it was first inaugurated, and it is going strong at the present time. T. B. Browne, Limited, is special agent for Answers and the other publications of the Harmsworth concern, and places the English business of Pears' Soap, Hudson's Soap Powder, Cadbury's Cocoa, Izal, Benger's Food, H-O, Selvyt, Reckitt's Blue, Brinsmead's Pianos, and Fibre Chamois. Browne's "Advertisers' A. B. C."-a large volume, thicker than the Ameri- and of Frame Food. can Newspaper Directory-is set up on the premises, which means a good deal of type and shows how extensive Grace Church Street, do the English

Messrs. C. Mitchell & Co., of Red Lion Court, Fleet street, publishers of the Newspaper Press Directory, take a high place in foreign and colonial They have likewise a large work. a marked success in advertisements of People, both for this country and the colonies, on this line; and in general advertising I may mention Cockle's Pills, Cuticura, Florida Water and the Norwich Union Fire and Life Insurance Company as well-known clients of theirs. They do a considerable business in insurance and prospectus advertising, and do not make a feature of special agency, though they are sole contractors for the Pall Mall Magazine. It is, however, as foreign and colonial advertising agents that C. Mitchell & Co. are specially promi-This class of advertising is often placed through London with advantage. The foreign and colonial business of the following concerns is, I believe, done entirely by Mitchell's Carter's Little Liver Pills, Warner's Safe Cure, Pink Pills for Pale People, Benson's Plasters, Condy's Fluid, Lipton's Teas, Robinson & Cleaver's Belfast Linens, Vinolia, and Mrs. Allen's Hair Restorer.

Mr. Henry Sell and Messrs. Mather & Crowther are firms known to me only casually. An invitation to furnish information produced negative results, the former replying that he did not care for notice in PRINTERS' INK, the latter ignoring the communication altogether. Mather & Crowther are special agents for a few magazines—they do the advertising of Mellin's Food, Gallaher's Tobaccos and Ivy Soap. I do not know what Mr. Sell does, and, as he will not tell me, cannot tell you.

An agent who does considerable special agency for magazines and religious papers is Mr. Charles Wilkes of 29 Ludgate Hill, who also places the advertising of Owbridge's Lung Tonic

Messrs. Clarke, Son & Platt, 85

Soothing Syrup, Clarke's Blood Mixture and Seigel's Syrup (A. J. White). They are also sole advertisement con-Roard of Trade Journal-which is said to be a very lucrative contract. R. F. White & Son, 33 Fleet Street, are likewise described as Government Advertising Agents. They do a good deal of insurance (including the "Sun" Fire and Life) and some amount of general business. Mr. W. R. Horncastle, of 61 Cheapside, makes a specialty of company-prospectus advertising, as does I. W. Vickers, 5 Nicholas Lane. The Bank of England has an advertising waite & Summons, Pope's Head Alley; exceptional things direct. and all of Rothschild's and of Shroeder's financial advertising is done by C. Barker & Sons, Birchin Lane.

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tising issued here. The London PRINTERS' INK, which is the Little Schoolmaster of New York, with a four-page supplement, is issued by Mr. F. W. Sears, of 138 Fleet street, who is an advertising agent, making a specialty of supplying illustrations. This is the only weekly paper in the advertising interest issued here. Fame, the first advertising journal published here (it distinguished itself, you may remember, by frankly owning at the outset the inspiration of the Little Schoolmaster), is a monthly, issued by C. Mitchell & Co. Advertising, another monthly, in colored wrapper, is published by Mr. Thomas Smith, of 132 Fleet street, a well-known and widelyrespected advertising agent, who is also the proprietor of a successful semiteligious newspaper, Great Thoughts. Like Mr. Wilkes, Mr. Smith makes rather a specialty of religious papers.

This is a cursory view of a few London agencies. It does not pretend to be exhaustive, and there are necessarily many omissions, because there has got to be room left in PRINTERS' INK for other writers to occupy.

When an advertising man comes to nishes his opportunity. England from America, he is generally

advertising of Bryant & May's Matches, declares an intention of dispensing Elliman's Embrocation, Mrs. Winslow's with an advertising agency, and placing the business himself; but invariably finds, on investigation, that this is too big a contract, and that a lot of tractors for an official publication—the money (to say nothing of an infinity of trouble) can be saved by employing a competent agency to do the work. There are very few exceptions to the rule that English newspaper advertising is placed through agencies-though there are exceptions, among which may be mentioned Beecham's Pills and Epps' Cocoa. On the other hand, it is not very often that English houses do business exclusively through an agent. As a rule, they place the regular contracts, especially the country ones, agency all to itself, Messrs. Leath- through the agent, but do occasional or

#### FACETIOUS ADVERTISING. By Joel Benton.

I have always thought that business There are three journals of adver- is second in seriousness to only one other subject. In great cities, where the struggle for existence is as keen as an Olympian match, it is certainly so, and is the dominating and imperative thought. Yet, in spite of all this, and of the general dislike of trifling in business houses, there is here and there a genius who can violate discreet rules, and can mingle a sprinkling of \_ levity with graver concerns.

> It is certain that President Lincoln could put his heat-lightning of humor over his whole cabinet just before they were to sit down to discuss the most difficult and urgent problem-if Stanton were not there. But if the war minister was in his seat, there was a grim smile on his face over the President's jocosity; or, possibly, indignant grunt when he chose, by way of preface, to read to his official family Josh Billings' 'Essay Upon The Mule.

Among humorous advertisers you will, perhaps, find no one kind more apt at witty attempts than the seller of old books. Perhaps the spasmodic and capricious character of his trade, which gives him sundry hours of leisure, or the fact that he has about him on his shelves, or in piles, the humorists and humor embalmed in book covers, fur-

There is one of this sort of bookastonished to find how few of our sellers in a provincial town in Michprominent houses place their own igan, who advertises freakishly, and newspaper advertising. He usually whose circulars, as I remember them

length and narrowness, by which to books and farming in North Carolina add force to their wit. wards he built for himself a store of a be about equally profitable and hilarinondescript architectural style, which made everybody look and wonder, and which was itself an advertisement of no ordinary force.

It is not so strange that the book merchant should be witty as it is for the boot and shoe maker to be so. Yet, if all the anecdotes of St. Crispin and his craft could be collected, they would make no inconsiderable volume. At the moment of writing this there is a shoe store on Nassau street, in this city, in which a number of three-dollar pairs of shoes are neatly displayed in the window. From two or three pairs of them project three crisp and perfectly clean one-dollar bills, near which you may read the legend :

#### "THREE OF A KIND TAKE A PAIR."

A gentle, punning hint like this ought not to prove ineffective.

But let me return to books and the bookman.

In Fulton street, to which place it has been removed from Park Row, is an old book store called the "Literary Junk Shop." When you have climbed up the stairs to its entrance you read near the door:

#### "THIS IS A. S. CLARK'S.

THE DOOR OPENS IN THE USUAL MANNER."

On his latest monthly entalogue you find this title at the top:

> "EXPERIMENT NO. 40"

over which stands the Latin motto:

"Fodere (radix) Porcus aut Morire."

which goes to show that in the business here set forth it is: "Root Hog, or Die.'

Many of the comments in this catalogue, as in all its predecessors, are facetiously turned, although thoroughly practical. The book seller speaks of himself in the same good-humored temper that Bill Nye observes in treat-

some years ago, were of extreme ing of his affairs-until selling old I think after- by the side of Mr. Vanderbilt seem to

> Occasionally there is a little witticism for its own sake, as in the follow-

ing remark:

By attaching one of the following adjectives to such of the titles as seem to merit them, as "scarce," "very scarce," "rare," "currious," \* \* you may be pleased, and "it certainly won't hurt me," as the girl said to her lover when asked for a kiss.

On another page he prints this dis-

I desire to say that I am in no wise responsible for facts and fancies as set forth in the various books and magazines I sell. Nor am I to be held if an author fails to make the contents of a book correspond with the title. If your uncle is put down as a "splay-footed, knock-kneed old flapdoodle," let it go at that. Gun for the author and publisher.

Under the title of Borrow's "Lavengro," he says: "I am afraid to get very enthusiastic a out this book, for fear I may sell it." Under the title of a "History of New York Churches, he warrants the binding of the book "not worth \$10"; says "The History of Hoboken, N. J., is not included; it has no portraits of the Generals of the Rebellion; a receipt for flapjacks was omitted and the names of the great aunts of the sextons of the various churches are not given. Otherwise all right.'

It would seem as if this bookseller must have been the one whose Bible an eccentric lady customer refused to buy because it did not contain the portraits of the Presidents of the

United States.

#### A WRONG IDEA.

Many regard advertising in magazines as a final triumph-an ultimate showing of busihad triumph—an utilized showing at it in its practical light of an early necessity. They will do it, they say, when they can afford to. When can they afford not to? They should like to see their advertisements in high-grade magazines but must wait till trade permits it. This is entirely the wrong idea; as though a starving man would wait for strength to eat when the strength he needs comes only from food. Advertising is for the direct and con-tinual increase of your profits or it's for nothing.—Lord & Thomas' America's Magazines.

THE man who wants a catchy ad as quick as you can wink, The business man who's in a rush and hasn't

time to think,

The hardware man,

The dry goods man, The man who keeps a rink, These, and all others, get good points by reading PRINTERS' INK.



It is when a man <u>needs</u> something that an advertisement of that thing in a newspaper impresses him.

That is why continuous advertising is generally most profitable.

But the <u>advertisement</u> and the <u>time</u> and the reader's eye must come together.

Brown has a headache to-day. You are advertising a remedy for it. If he sees your advertisement he is likely to become a customer.

If your advertisement is in

## The SUN

he will see it, because every reader reads every page. It is, as you know, a newspaper made to be read from first column to last.

The SUN, New York.



### WOULD YOU LIKE TO ADVERTISE

IN OR ON THE

### TRAM CARS

... OF ...

## NDIA?



### Calcutta and WE HAVE THE AGENCY FOR

WILL BE PLEASED TO QUOTE RATES.

Bombay.

### CARLETON & KISSAM,

..........

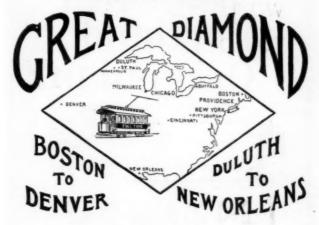
50 Bromfield St., Boston.

MAIN FLOOR, POSTAL TELEGRAPH BLDG., N. Y. 18 BRANCH OFFICES.



## THE KOH-I-NOOR

isn't in it with our



Embraces the Territory covered by our Unapproachable System of . . . .

## STREET CAR

ADVERTISING.

THERE ARE NO OTHERS

"JUST AS GOOD."

Carleton & Kissam,

50 Bromfield St., Boston.

253 Broadway, New York.

### What is the Record

Of the

# Portland Oregonian?

It stands universally acknowledged as the great FIRST REPRESENTATIVE of the Northwest Coast. It has been the chronicler of the growth and business success of the present generation. No city, no hamlet, no home in Oregon but the PORTLAND OREGONIAN is the supreme newspaper authority.

## Have You Anything to Sell? Have You Anything to Advertise?

THE PORTLAND OREGONIAN will carry your story—will make your wants, your wares, your proposition known—throughout the length and breadth of Oregon, Washington, Idaho and the shipping, mining, lumber and trading ports of Puget Sound, British Columbia and Alaska.

Oregonian Publishing Company,

H. W. SCOTT, Editor.

H. L. PITTOCK, Treas. and Mgr.

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING.

Tribune Bldg., New York.

The Rookery, Chicago.

### "Eternal Vigilance

is the ...

### Price of Scoops"

The quotation is a little bit off, but it is a motto that explains why

# THE CHICAGO DISPATCH

BY JOSEPH R. DUNLOP

leads all of its contemporaries and is read by everybody in and about Chicago. It gives

#### All the News All the Time

and wise men who advertise with a view to obtaining the best results are represented in its columns. 

### The Silver Question



is agitating the country, and you can realize silver dollars-not 50-cent dollars, but 100-cent dollars-by advertising in the

## **National** Watchman

which goes into the homes of 20,000 readers that you want to reach and whose trade is worth having.

### Our Circulation

is constantly and steadily increasing. We reported 12,500 circulation to Messrs. Rowell & Co. for their Newspaper Directory for 1895. We can now prove 20,000 and would be only too glad to do it. We would be pleased to give you an estimate.

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

National Watchman. Washington, D. C.

## Two Great

## **Facts**

That we are trying to impress upon advertisers:

## Northwestern Crops Are Immense.

Only once before in many years have they been so good.

# St. Paul Globe BEST

For covering the field thoroughly for least money.

New York Office: 517 & 518 Temple Court.

C. E. ELLIS, Manager.

SEATTLE\_\_ Population 60,000,

HAS ONLY ONE AFTERNOON PAPER AND A GOOD ONE AND THAT IS

THE

Seattle ·

## 'imes.

It reaches a large territory tributary to Seattle on the day of publication. Among the most prosperous of these may be mentioned the rich mining towns of Black Diamond, New Castle, Franklin and Gilman, Also the manufacturing towns of Ballard, Everett, Lowell, Snohomish and Port Blakely. THE TIMES is under an entirely new and first-class management, and is winning its way rapidly in circulation, influence and business. Rates low and one price to all.

> SEATTLE TIMES. C. A. HUGHES, MANAGER.



S. C. BECKWITH,

Sole Agent Foreign Advertising.

Tribune Building, NEW YORK. The Rookery, CHICAGO.

## Cleveland ··

to-day is the most progressive city on the Great Lakes, and its fame is world-wide. Its products are known in trade circles all over the world.

#### IN LITERATURE

Cleveland is known by the works of Col. John Hay, Miss Woolson, Artemas Ward, W. D. Howells and others.

#### IN ART

Cleveland is famed by the works of Tompkins Cavanaugh, Ryder and others.

#### IN SCIENCE

Cleveland is remembered by the inventions of Chas. F. Brush, the Electrician, of White, the Sewing Machine King, and others.

#### IN JOURNALISM

Cleveland is best known by its one great and growing newspaper,

The Cleveland ...

## $\cdots$ World

It leads all other Cleveland Journals in circulation, character and influence.



THE WORLD
PUBLISHING COMPANY.

ROBT. P. PORTER. Prest.

# The Profitable Placing of Advertising

consists first in preparing good copy. Copy that says what ought to be said in a convincing way. Second in setting the matter in such type as will catch the eye and embellishing the same with a picture if one can be determined on that will tell its story at a casual glance.

Third, in the selection of papers that reach the largest number of the right sort of people and sell advertising space at a reasonable rate—Not low priced papers; but those that are at the same time high priced and cheap on account of the great service they can render.

To secure these points for the advertiser who employs us is our practice and profession. Address

THE GEO. P. ROWELL ADVERTISING COMPANY,

NO. 10 SPRUCE STREET, NEW YORK.

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#### THE PRIZE ADVERTISEMENT.

SEVENTH WEEK.

In the seventh week of the competition for the PRINTERS' INK Vase, thirtytime for consideration and report in thought to be the best:



This advertisement was written by Mr. Thad. R. Manning, of Henderson, N. C., and appeared in the Gold Leaf, of Henderson, N. C., of September 6. In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINT-ERS' INK from date of presentation to lanuary I, 1001, the beginning of the twentieth century, has been sent to Mr. Manning, and a second coupon of the same class was also sent to the advertising manager of the Gold Leaf.

Mr. Manning's advertisement will be praced on file and have further consideration December next, as promised in the terms of the competition set forth in the 76-page pamphlet prepared for the purpose of fully conveying the particulars and conditions of the competition for the PRINTERS' INK Vase. pamphlet will be sent to any address on

petitors passed upon this week each received a coupon good for one year's subscription to PRINTERS' INK, and have to be content with this very moderate compensation for the effort seven advertisements were received in put forth. Each one, however, may find satisfaction in knowing that, althis issue of PRINTERS' INK. Of all though he failed to take first place these the one here reproduced is this week, nearly twenty more opportunities are still open to him, if he chooses to repeat his effort.

So much interest is already awakened in this contest as to make it quite apparent that the twelve who finally come out ahead in the competition will have no reason to regret that ability to write a good advertisement had been acquired and put in practice.

An advertisement written by Mr. C. R. P. Waltz, of Delta, Ohio, and inserted in the Delta (Ohio) News, of Sept 6, was a formidable rival of Mr. Manning's ad. The subject matter was considered superior to that of the winning ad, but Mr. Waltz had embellished his effort by drawing at the bottom a picture of a sea wherein floated fish of so weird and nondescript a character, that if "fishing for trade" resulted in securing possession of such monstrosities, most men would be deterred from using the advertising hook. Mr. Waltz's ad is here reproduced, with the objectionable feature omitted;

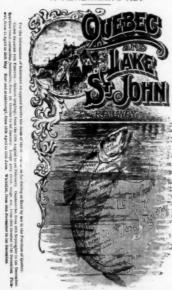


it is easily one of the best ads thus far submitted in the competition.

Mr. Solomon Neumann, of San Bernardino, Cal., the winner of the "end of the century" coupon for the fourth week, writes to say that he is so "saturated with ideas" on PRINTERS' INK that he wishes to enlist the help of some papers of fairly large circula-The thirty-six unsuccessful com- tion to insert the ads. He desires not

less than five inches single column. Mr. Neumann remarks that the papers inserting his ads can have all the "rake downs"-by which he presumably means the initial coupon sent to the ad writer when his effort is received by the editor of PRINTERS' INK, and the five-year coupon sent each week to the successful writer of that week, in addition to the five-year coupon sent to the newspaper inserting the winning ad. He wants for himself only the vase, should he win it. Thus, if a paper should insert a winning ad by Mr. Neumann, it would receive one yearly subscription coupon and two five-year subscription coupons, eleven yearly subscriptions in all, as well as a chance for a full page in PRINTERS' INK.

A FISHERMAN'S AD.



Railway folders often present good specimens of ingenious advertising. The above is a good example.

PRINTERS' INK, a journal for advertisers, is a weekly stimulant that stimulates. It contains all the cream of advertising knowledge, and is invaluable to all who expect to make their business a success,—Theo, E. Payse.

BOSTON BUBBLES.

A couple of weeks will suffice to see Boston busy with its fall trade. Even now an occasional advertiser comes out with his fall announcement, but the real, cownright hustling has not begun yet. It is the general opinion that business will be good—very good—and these early announcements are only indicators of what good business will bring forth.

Mr. A. E. Sproul, who manages the advertising of John H. Pray, Sons & Co., dealers in manicure goods, executed in a perfect manner a good scheme. It was advertised in the papers the morning of the K. T. parade that a bulletin would be issued by the above mentioned firm giving the actsaal time of start and telling, from time to time, of the progress of the parade. A crowd of generous proportions assembled in front of the store, and when the first bulletin was pasted on the board erected on the clock of Messrs. Pray, Sons & Co., a cheer rent the air, for the people saw that the parade, which was officially announced to start at ten o'clock, had just begun to move, it being then to 40. At frequent intervals other bulletins were issued, and this was kept up until the parade had arrived within reasonable distance. A story in the next day's papers told how a relay system of telephonic communication was used to carry out an idea that was certainly ingenious.

Messrs. Shepard, Norwell & Co. have issued an artistic five-page booklet entitled, "About Ourselves." The cover is of heavy steek, basket-weave, and the color is a very light tint of blue. They are sent out carefully, two envelopes being used, the flap of the first envelope bearing the firm's monogram, and the face, the name and address. They were designed by Mr. H. M. Frost, the advertising manager of Shepard, Norwell & Co., who gave me some of his ideas on the subject of advertising. He changes his style, which is always totally different from the other stores, every month, in order to prevent his ada from becoming monotonous.

The Castle Sq. Theater people advertise somewhat differently from the other theaters. They use about 3½ inches daily. Recently their ad was made of three lines, giving the name and address of the theater, its branch office and both telephone numbers, followed by, "You will gain five pounds in weight to-night, from 8 to 10.30, if you attend 'The Mascott.' Continuous, revolving laughter. No waits. No delays. Don't pay more than 75C. for a seat. The best are worth only that. Greatest comic opera season on record anywhere. A new opera every weel. Promenade concert 7 to 8 to-night."

Messrs. W. & A. Bacon are the oldest dry goods firm in Roxbury; their store is being altered at present and a sign at the side of their building says:

"Your Grandmother Traded Here!"

The Madisor. Pants Co., of Washington street, attracts the attention of passers-by and people in the cars which pass the store by displaying in its doorway a pair of trousers which are about 6½ feet in height and correspondingly large in width. The trousers are surmounted by a placard which says: "We Fit Them All."

\*\*\*\*\*

"One paper in a State— The Salt Lake Tribune for Utah."—Geo. P. Rowell.



...The

## Salt Lake Tribune

Without exception the largest circulation rating accorded any publication in Utah. It likewise has age, respectability, influence and following. The only daily newspaper between Denver and San Francisco that makes any pretension to be more than a mere local paper. Greater circulation than all the other Salt Lake dailies combined.

...THE TRIBUNE...

P. H. LANNAN, Manager.

Salt Lake City, Utah.

#### S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING.

Tribune Bldg., New York.

The Rookery, Chicago.

### Charles Austin Bates,

1413, 1414, 1415 Vanderbilt B'ld'g, N. Y.

Plans, Advice, Writing and Illustrating for Advertisers.

While I was in Paris this Summer I secured a great mass of matter that will help me in my work for the best advertisers—books, papers, magazines, posters, pictures, etc. Perhaps only a little of this matter is available as it stands, but it is full of suggestions for one experienced in grasping them.

In London I made arrangements to have sent to me regularly all of the best that appears in art and advertising.

writer. I give my clients the best I can find, I seek ideas everywhere. I spend time and money in getting them. I sift everything and keep what is good. I do not work alone. I have a good artist to help me. He and I understand each other. We work well together. A word from me, a hint, a suggestion—he knows my habit of thought and works in harmony with it.

I propose to get the best there is in advertising everywhere and focus it right in this office for the benefit of my clients. I don't care where I get the suggestion so long as the ad helps to sell goods.

Every day I add to my equipment. Every month I do better work than I did the month before. The more work I do the better I do it and the easier it becomes.

"Write to me about anything in Advertising."

Letter of advice to retailers, \$70.
Letter of advice in other lines, \$25.
Office consultation (by appointment only), 2 hours or less \$25.
Office consultation (by appointment only), 2 hours or less \$25.
One illustrated medical ad, who electro, \$25.
Six medical ads, no illustrations, \$75.
Twelve medical ads, no illustrations, \$125.
Trade paper ads, \$5 to \$25 each.
Magazine ads, \$10 to \$50 each.
Illustrated retail ads, 13 for \$20.

Some Paris pictures are a trifle gay.

#### HOUSEHOLD PUBLICATIONS."

HOUSEHOLD, FASHIONS, ART, DECORA-TION, CHILDREN, ETC.

#### HOUSEHOLD.

Of the 50 publications under this classification, 3 are issued semi-monthly and 47 monthly. Their combined circulation is estimated at 2,248,568.

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The following is a complete list of all household publications, reported in the American Newspaper Directory for 1895, with a circulation each issue of more than 2,000 copies. All the circulation ratings in this and the following lists to which an asterisk is prefixed are guaranteed by the Directory to be absolutely correct. not so marked are not guaranteed. Their publishers making no definite report, they appear in the Directory with an estimated rating expressed by letters indicating that they are believed to have the minimum circulation for which the letters stand. In the following lists the minimum figures are substituted for the letters: Semi-Monthlies.

Springfield, OLadies' Home	
Companion,	145,408
Louisville, Ky Home and Farm,	*77,225
Minneapolis, Minn Housekeeper,	75,000

#### Monthlies.

Philadelphia, PaLadies' Home	
Journal,	*638,33
New York, N. Y Ladies' World,	*381,70
Illustrated Home	
Guest,	*215,43
Boston, Mass Household,	*80,250
Springfield, O Womankind,	*60,83
Chicago, Ill Household Guest	*75,00
Boston, Mass Home,	40,000

	MassGood Housekeep-	doto
New York	ing, N. YHousewife,	40,0
	Our Country	Anto
	Home	40.0

Our Country	
Home,	40,00
Providence, R. I Home Guard,	40,00
Caro, Mich Home Life,	\$37,50
St. Louis, Mo Home Circle,	20,00
Columbus, O City and Country,	20,00
Philadelphia, Pa Home Queen,	20,000
St. Louis, Mo Woman's Farm	
Iournal.	ByR cou

	#18,500
Athens, Ga Woman's Work,	17,500
Bloomington, Ill Home Circle,	17,500
Boston, Mass Household Com-	
nanion.	77.500

panion,	17,500
Cedar Rapids, Ia Kvinden Og	
Hjemmet,	15,270
Lynn, Mass Ingall's Home and	48
Art Magazine,	12,500
New York, N. Y Jenness Miller	100
Monthly,	12,500
Cleveland, O Household Realm,	12,500
Los Angeles, Cal Household,	10,000
Darkenton M V Pincelde December 1	lan man

Kochester, N. Y Fireside Key	
Springfield, Mass Domestic Jo	urnal, *5,000
Chicago, Ill Home Art,	4,000
Topeka, Kan Farmer's Wi	ife, 4,000
New York, N. Y Daheim,	4,000

Easton, Pa......Am. Hearthstone, Philadelphia, Pa... Household News, Cleveland, O.....Old Homestead,

Philadelphia, Pa... House and Home, 2,250 The above 36 publications have a

combined circulation each issue of 2,237,968, leaving for the other 14, each of which is believed to print less than 2,000 copies, a total issue of 10,600.

#### FASHIONS.

Of the 22 publications devoted to fashions for ladies, two are issued week ly and all the others monthly. have a combined circulation estimated at 1,104,758, and all but two appear in the following list of those printing over 2,000 copies each issue:

#### Weeklies,

New	York,	N.	Y Harper's Bazar, Vogue,	75,000
			W	

#### Monthlies.

New York, N. 1	YDelineator, \$500,000
	Demorest's Fam-
	ily Magazine, *88,000
	Ladies' Standard
	Magazine, *81,494
	Modes and Fab-
	rics, 75,000
	Queen of Fashion, 75,000
	Toilettes, *45,000
	Le Bon Ton, *31,064
	Domestic M'thly, 17,500
	Fashion and
	Fancy, 17,500
	L'Art de la Mode, 17,500
	Inness Miller

L'Art de la Mode, Jenness Miller	17,500
	12,500

Chicago	III.	 . You	ung L	adies'	
New Yo		E	Bazar,		7,500
			aker,	2100	7,500

La Mode, Paris Album of	7,500
Fashion, Journal of Fashion	7,500
3 783 . 23 . 2	3,250

In British North America the Toronto, Ont., Ladies' Journal alone represents this class. It is a monthly with an estimated circulation of 17,500.

#### HOME ART AND DECORATION.

All but one of the 9 publications of this class are issued monthly. have a combined circulation of about The following is a complete 72,000. list of those accorded over 2,000 circulation:

New York, N. YStudio,	4,000
Monthlies.	
	90,000
Art Interchange,	17,500
Lynn, Mass Ingall's Home and	
Art Magazine,	12,500
New York, N. Y Magazine of Art,	12,500
China Decorator,	2,250

#### CULINARY SCIENCE.

4,000 The only publications in this class 4,000 4,000 8,250 Philadelphia, Pa.... Table Talk, mo.,

New York, N. Y Confectioner and	
Chicago, IllChef, smo.,	2,250
New York, N. Y Hotel and Res-	BOK
taurant, mo.,	800
WOMAN'S SUPERIAGE	

WOMAN'S SUFFRAGE.

It is doubtful if there are as many journals of this class now as there were ten years ago. There are at present but eight, six issued weekly and one each semi-monthly and monthly. Their combined circulation is about 25,000. The following are all credited with an issue of over 2,000:

Weeklies. Boston, MassWoman's Col-	
Washington, DCWoman's Trib-	®15,500
Boston, Mass School Compan-	4,000
ion,	\$2,000

AMUSEMENT, INSTRUCTION AND CARE OF CHILDREN.

Of the 64 publications in this class 14 are issued weekly, I bi-weekly, I semi-monthly and 48 monthly. But 5 of the monthlies and 3 of the weeklies do not insert advertisements. The estimated circulation of the 56 open to advertisers is 678,545.

The following is a complete list of

all rated above 2,000:

Weeklies.

Boston, Mass Youth's Compan-	
ion,	75,000
Philadelphia, PaGolden Days,	75,000
St. Louis, Mo Our Young Folks,	*20,000
New York, N. Y Boys of New	
York,	90,000
Haiper's Young	
People,	20,000
Philadelphia, PaGuardian Angel,	20,000
Young Folks' Cath	1-
olic Weekly.	\$5,280

Detroit, Mich ..... Angelus, 4,000 Semi-Monthlies. Dayton, Ohio.....Young Catholic Messenger, New York, N. Y...Young Catholic, Salt Lake City, Utah. Juvenile Instruc-\*12,500 4,000

4,000

4,000

#### tor. Monthlies.

Augusta, MeSunshine,	\$75,000
New York, N. Y Argosy,	75,000
Philadelphia, PaOur Young Peo-	
ple,	*46,250
New York, N. Y St. Nicholas,	\$40,000
Greenville, PaYoung Lutheran,	20,000
Boston, MassOur Little Ones,	17,500
Chicago, Ill Our Youths'	
Friend,	*13,275
Boston, Mass Babyland,	12,500
Pansy,	12,500
New York, N. Y Sunny Hour,	12,500
Chicago, Ill Historia,	*11,750
Child Garden	*11,700
Farmington, MeSchool Days,	7,500
New York, N. Y., Babyhood,	7,500
Indianapolis, Ind Young People,	4,000
Boston, Mass Little Men and	
Wanna	

Women,

St. Louis, Mo..... Deut, Am. Jugend 84,000 Freund, Philadelphia, Pa...Scattered Seeds

4,000 Pittsburg, Pa......Youths' Journal, Chicago, Ill......Picture Gallery, £4,000 Work and Play, Boston, Mass......Young Idea, Grand Rapids, Mich. Lyceum, Minneapolis, Minn. Young People's 2,250 2,250 Companion, 2.250

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Harper's Young People, weekly, is now called the Round Table.

New York, N. Y... Little Folks,

#### MATRIMONIAL.

There are eight "matrimonial" publications, all monthly, with a combined circulation of about 40,000. One-half of them are issued in Chicago. The following is a list of all credited with over 2,000 circulation :

Chicago, Ill......Climax, Heart and Hand, \*31,468 4,000 Am. Messenger, 2,250

#### THE NEGRO AND ADVERTISING.

In connection with Southern advertising there arises the peculiar problem as to the most effective method of reaching the large negro population. Thus far no way has been found to completely overcome the obstacles which confront an advertiser, and it seems scarcely probable that much progress will be made until passing generations have decreased the large proportion of illiterates among the colored people. The negroes are purchasers to a large extent. But how is the colored man of the present to be reached? There are the Afro-American papers, to be sure, but observation and figures force me to conclude that the negro who is able to real is much given to reading the "white man's" papers in preference to those published for his own benefit.

his own benefit.

In Georgia, for example, there is a negro population of about 800,000, of which about 150,000 are able to read, and this includes but one or two out of each family. There are ten Afro-American journals, and they have an aggregate circulation of less than 5,000.

Now, I know that the local papers throughout the State have on their lists a very lair

representation of the intelligent colored people, and these people read and appreciate the papers even more than do their white brethren. In thousands of negro homes the paper is not only read by that member of the family who is able to read it, but he also reads it to others who are unfortunate in the matter of education.

Considering these facts, it becomes evident that advertisements distributed judiciously among the local papers will reach a large percentage of negroes as well as white peo-JAMES B. KIRK.

#### ADS ARE EDUCATIONAL.

A great many people don't know what they want in this world until they see it advertised; other people know what they want but tised; other people know what they want but don't know where to get it. Advertising tells them. My wife is perfectly contented with her outfit until she takes up an evening paper and finds that Lord & Taylor have a fine line of silks on the bargain counter. Immediately she needs a new garment.—George W. La Ruc.

#### PERRY ON PUBLICITY.

ADDISON ARCHER CROSS-EXAMINES THE WELL-KNOWN SPECIAL AGENT ON THE DUAL STATE ASSOCIATION-HE OUOTES SUCCESS ATTAINED THROUGH ADVERTISING FOR ADVERTISING -REPUTABLE AGENTS NOT INFLUENCED IN PLACING BUSINESS BY REFUSALS TO PATRONIZE THEIR PET MEDIUMS.

Mr. E. T. Perry is the manager of the foreign advertising department of the Scripps-McRae League, which embraces the Cincinnati Post, St. Louis Chronicle, Cleveland Press and Kentucky Post, papers that are being legitimately pushed with success. The men who command these papers are busi-

ness men who have studied the situation and believe that they are looking out for their business interests the best they know how. In an interview I had with Mr. Perry the other day he expressed his ideas and the ideas of his publishers. Mr. Perry, it goes without saying, is one of the successful pecial agents. His success has been attained within a comparatively short time. He came East not over five years ago; he started in with great modesty but with a clear-

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ely La he first came to New York compared questions at them point blank. with the amount they carry to-day.

"Less than one-half compared to the amount they are now carrying.'

"Do you think you could have attained that success without advertising your papers in publications that reach advertisers?"

"It is doubtful. I attribute a fair percentage of the increase due to judicious advertising."

"Would it in your opinion have taken you longer without advertising?"

"I think it would."

"Is this high value you place upon your advertising in PRINTERS' INK simply your theory on the matter, or have you tangible evidence on which to base your conclusions?"

"Largely theoretical. It is difficult to trace results directly, but I am of the opinion that this advertising has been the means of influencing advertising for the papers I represent from parties whom I have never had a chance to solicit personally."

"Then you do hear from your advertising in PRINTERS' INK?

"Oh, yes."



E. T. PERRY.

Mr. Perry said this as if there was no question about it at all. In fact, all during this portion of our interview he wore a surprised look, evidently caused by my line of questioning; there did not seem to be any doubt in Mr. Perry's mind about the value of his advertising in PRINTERS' INK, but he naturally was somewhat at a loss for exact facts to give in reply to my cross-examination questions, probably due to the fact that the interview was entirely unpremedi-

headed perception of the problem be- tated, Mr. Perry not knowing what fore him and the means of solving it questions I intended to ask, and the most successfully and most swiftly, question itself being written down by To see just how swiftly he has ac- his stenographer with the reply just as quired his success I asked Mr. Perry it came from our lips, without revision during the interview, how much for- or change. I rather enjoy this getting eign advertising his papers had when bright men on the stand and firing

WORTH \$10,400.

"Do you really believe that the back page of PRINTERS' INK is actually worth \$10,400 to your papers?"

"That remains to be demonstrated; you know we have only recently started on the last page contract. I think the price is high, but I understand that PRINTERS' INK has but one price. At any rate, I found it impossible to get a lower rate. The fact of our taking it shows that we have some faith in the By Rev. Wm. Byron Forbush, Yarmouth, medium.

"Do you believe in advertising in any publication unless it would pay from an advertising standpoint?'

"Certainly not.

"Have you ever suffered a loss of business by refusing to advertise where you believed it would not pay you from an advertising point of view, but where there was an advertising agency, or something of that sort, controlling the business you wanted?'

WHAT REPUTABLE AGENTS WON'T DO. "Not that I am aware of. It would be very short-sighted business policy for an agent to be influenced in selecting an inferior medium for his client on that account. I don't believe that any reputable agency would do it."

"Do you believe that publishers' associations should restrict their members in the placing of their own adver-

tising?'

"No, I do not. I think the publisher of a paper should use his own judgment on such matters."

"Have you read Mr. Ellis' inter-

view?'

"Yes, carefully."

"Do you agree with what Mr. Ellis says?

"I do."

"Do you take any exception to his statements?

"None whatever; the views as expressed by him represent my own, and I think those of a large majority of the special representatives in New York. ADDISON ARCHER.

#### THE OBJECT IN ADVERTISING.

Advertising is a distinct art, as much so as the art of coal mining or of engine building. To be a successful advertiser one must at least understand the rudiments of the science. Any one can write an advertisement, and almost any one can write it to please the advertiser; but often the advertisement which is so gratifying to the writer will hardly attract a passing notice from the possible customer. Whether or not the advertisement be pleasing to the writer or advertiser is a quespleasing to the writer or advertiser is a ques-tion of small consideration, but vital impor-tance hinges upon the capacity of the adver-tisement to attract the people, and, by at-tracting them, gain their intelligent attention, which, once obtained, must force the grist of the advertisement into their minds, and, if they be available customers to the line advertised, impress upon them the wisdom of an inspection of the goods advertised. — The Counting Room.

THE fire-arms dealer should load his advertisements with hot shot and aim at the people's pocket-books.

ESTABLISHING A CHURCH PAPER.

There are only two ways a church paper can live: by being supported by a contribution from the church treasury and by adver-No person should start a paper unless he has positive support of one of these sorts sufficient to maintain a paper for a year. You cannot count on subscriptions for more than your incidental losses. If you only send your naper to those who pay for it, you will not have many readers. Most of your edition will have to be given away, and it is just as well if it all is. For it is impossible for a church to publish a paper that will give for the money half the money's worth of almost any standard religious pa-per. For example, the Sunday School Times gives at fifty cents a year ten times as much good reading every week as you can afford to put in a church paper once a month. If you ask your church to agree to back up a paper. be sure you know what it is going to cost or you will have a bad quarter of an hour with your treasurer at the close of the year. to advertising, do not think you can afford to support a paper by the advertising of the business men of your church, unless you are sure your advertising space is worth all you charge for it. If you ask \$1 an inch for one insertion in a monthly paper of 300 circula-tion when he is paying thirty-three cents an inch in the local weekly of 2,500 circulation. he will be likely to think you are trying to rob him, and if he consents to your scheme there will be a corresponding decrease in his church subscription. In other words, if you want a few Christian grocers, druggists and dry goods men to club together in a friendly way to support your church paper, tell them but do not expect them to do so willingly, unless you know that the number of readers you can guarantee is likely to open to them you can guarantee is likely to observe a trade which they do not already possess or cannot more cheaply secure. It is not good cannot more cheaply secure. It is not good are churches where a business card in the church paper is worth more once a month than in a daily three hundred times a year, but such are rare, and such churches can afford to support a paper from their general funds. But if you have a gift of \$100 from your Endeavor Society, or an equal or larger amount from a few friends, how shall you spend it? Five hundred copies of a fourspend it? Five hundred copies of a four-page (yazz-inch page) monthly p per can be printed for about \$15 a month. Reprinted matter, such as standing notices or adver-tisements, will cost about one-third as much per page after the first issue. There are several companies who will send you papers with a "patent inside" of really readable matter for about \$2 per page for such an edi-tion, saving you \$6 a number. You can buy less satisfactory celluloid plates at such a price less satisfactory celluloid plates at such a price less satisfactory centulous places at a size and a say to bring your paper down to \$10 an issue. This is as cheap a paper as you can afford to get out. Four columns of advertising at a reasonable rate would pay for such a paper.

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There are printing houses which will print the whole of such a paper, or fill in any part with matter of their own, and who, by a co-operative system, furnish very cheap papers. One house advertises 250 copies of a paper for \$8 a month.

WHEN far from the shores of success Your business bark doth roam, Good advertising is the breeze To blow you safely home.

A POSTAL QUESTION.

Illustrated by Dr. Pierce's Book.

New Brunswick, N. J., Aug. 31, 1895.

Editor of Printers' Ink:

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All publishers enjoying the privilege of the second-class postage rates are aware of the form and conditions of the petition which must accompany a copy of the publication for which the privilege is asked for on its mis-sion to Washington. Should the petition meet with favor the privilege is granted. Undoubtedly such a privilege is beneficial to both the publisher and the subscriber, and in some instances to the advertiser alone. Abuses of the privilege have been many, although just how far a publisher may proceed, and still be within the limits of the same, has never yet been fully explained by those who are in a position to know, or who ought to know. One of the most ingenious methods employed to enjoy the secondclass privilege came under my observation some time ago. It shows that cooperation pays. A rather lengthy advertisement appeared in many of the large monthly
publications, the substance of which is as follows: Dr. Pierce is distributing, absolutely free, 500,000 copies of his book, the "Peoples' Common Sense Medical Adviser." Any one sending to him (or The World's Dispensary Medical Association, Buffalo, N. Y., of which he is president) twenty-one (21) one-cent postage stamps, to cover cost of mailing, will receive a copy by mail. It contains over 1,000 pages and more than 300 illustrations.

Notice the phrase "to cover cost of mailing." A subscriber to one of these publications, having noticed the ad, and knowing
the size and former price of the book advertised, sent the required stamps to Dr. Pierce,
Buffalo, N. Y., and awaited results. In due
time there came to his address a package
postmarked Chicago. A close investigation
revealed the absence of postage stamps.
Somewhat puzzled, he tore off the manila
wrapper, and a book bearing the following

inscription came to view:

### THE PEOPLES' MEDICAL ADVISER. which it is proper that he should NEELY'S LIBRARY OF CHOICE LITERATURE. enjoy.—ED. P. I.

No. 39—January, 1895. \$12 Per Year—Issued Semi-Monthly. Entered

as Second-Class Matter at Chicago.

F. TENNYSON NEELY, Publisher,
CHICAGO and NEW YORK.

The inside cover advertises a list of books, published by the same publisher. One of the pages announces that this is the 31st edition—745th thousand. The book weighs thirty ounces, contains 1,0 8 pages, 193 of which contain testimonials from patients to the World's Dispensary Medical Association As second-class matter this book cost the publisher a trifle less than two cents for postage. The book, as a whole, is one grand advertisement of the World's Dispensary Medical Association. It is one of the largest advertisements of one concern which ever came under my notice. It is one of the most successful ventures taken to enjoy the privileges of the second-class postage rates. Here is a publication having for its sole object the advancement of one of the largest concerns of its kind, co-operating with the publisher in obtaining from the postal authorities the privilege of sending their advertising matter

through the mails at pound rates. Yet who is to blame for the existing state of affairs? We all know that Dr. Pierce expends volumes We all know that Dr. Fletcespaner advertising, and no one will blame him if he occasionally indulges in a little advertising at the expense of those wanting his book (?). Unexpense of those wanting his book (f). Undoubtedly, twenty-one cents cover the price of printing as well as "cost of mailing," and possibly a share of the newspaper advertising beside. However, his buyers have no cause for discontent, for they get full value for the amount expended. Now for the publisher. If he sees a good size printing contract staries him in the face, you surely would not ing him in the face, you surely would not blame him if he possesses enough ingenuity to obtain pound rates for his publication (?). And the Hon. Postmaster-General or one of And the from Postmaster Schema of the his able assistants, who, after examining the publication, dreams of the thousands of suffering brethren who would become benethed by reading the same, he too must not be too harshly judged (?). Yet so long as Congress desists from making new laws and regulations, stating plainly just what is permissible and what is objectionable appertaining to this second-class privilege, pub-lishers will continue to do the same as here-tofore. In my estimation the Post-Office De-partment at Washington, D. C., should be a bureau of information on all matters appertaining to postal subjects-a place where any publisher can get a direct answer to any in-quiry for information, and if his publication should conflict with any of the existing laws, he should be informed just what portion is objectionable, so that he may remedy the defect in time to save his edition from con-demnation. The "one man power" to "make or break" a publisher should be abolished. FRANK A. METZRATH.

Dr. Pierce has been a member of Congress for more than one term, and was counted among the most intelligent of Congressmen. He knows the postal laws as well as any one, and no man is less likely to assume a right that does not belong to him, or to waive one which it is proper that he should enjoy.—ED. P. I.

WANTS A DISCUSSION.

Business Department of
"The Ladies' Home Journal."
Curtis Publishing Co.
Philadelphia, Sept. 10, 1895. J
Editor of Printers' Ink:

It is one of the serious drawbacks in the advertising business that so many advertisers fail to get full advantage of their newspaper advertising by the keeping of careful records, so as to know what it produces, and then following up customers with auxiliary matter. I believe it is an important part of the business and pay special attention to it. I would therefore respectfully suggest that a discussion on this subject might be available for such a journal as yours. A great dea! has been written on the subject of advertising, and something has been written as to the proper handling of such business as comes from the effect of advertising, but I do not think it has been very widely discussed, and I am sure that many would-be advertisers might be saved to the problishers if a proper oversight of business secured by newspaper advertising was more thoroughly

CYRUS CURTIS.

looked after.

#### AN ORIGINAL ADVERTISER.

NEW YORK, Sept. 3, 1895.

Editor of PRINTERS' INK:

An original and ingenious advertiser is Samuel Wolff, of 266 Canal street, although he has never spent a dollar in newspapers or any other periodical. He calls himself a converter of cloth to cash, and when you enter his store you will be struck with these very original business maxims, which hang on placards around the store:

"We have fried the fat out of our prices."
"Your dollars stretch like rubber with us

this season."
"Qualities remain. Prices are shattered."

"You shove half dollars our way and we shove dollar values your way."

"Economical people are our best customers."

"Prices—they are the feathers on a duck's back—down. The goods—they are nice enough to charge admission."

"Your dollars walk with a majestic stride of importance at this store."

"If you've got sense you'll save what cents you can—inside."

"We have what you want when you want it."

Mr. Wolff writes these ads himself, and uses the expressions in the very original circulars he sends to his patrons.

J. L. FRENCH.

#### BUFFALO BUBBLES.

BUFFALO, N. Y., August 31, 1895. Editor of Printers' Ink:

One of our haberdashers has this cute placard in a window of neckties:

\$1.00? GUESS AGAIN. 500.

This polite invitation to be brief occupies a place of prominence in the manager's office at Adams':

> Advertising Agents Are WELCOME

For 5 minutes at a time

The Nickel Plate road has gotten out an attractive quarter-sheet for advertising the encampment at Louisville. A large picture of Grant adorns it and the G. A. R. entwined in the wreath of his military hat fits in with the reading of the bill. It is printed in colors and was done by the Plaindealer, Cleveland. The only exception that could be taken to it is, they put a red necktie on the quiet and dignified general. MARGIE.

#### IN THE WASHINGTON MINES.

Everett, Snohomish Co., Washington, Aug. 26, 1895. Editor of Printers' Ink:

Just returned from a trip to the mines of the State. It may be of interest to you to learn what papers, other than local publications, Washington miners coddle to. The Ladies' Home Journal, Philadelphia, leads all others, then comes the New York Sunday World, with the Philadelphia Record the third and last on the list. J. N. SCOTT.

#### ARE PEOPLE CRITICAL?

Office of
"The Gisson Courier,"
E. Lowry, Editor and Proprietor.
Gisson City, Ill., Aug. 20, 1835.

Editor of Printers' Ink:

As it is "the last straw that breaks the came's back" so it is often the superfluous word that back "so it is often the superfluous word that back "so it is often the superfluous word that back "so it is beautiful adjective" will ruin a hundred lines of otherwise well-written matter.—PRINTERS INK, Aug. 7.

Who told you so? Did you ever know the effectiveness of an otherwise well-written ad to be rained or marred by one word, beautiful or otherwise? When did the people who read and are influenced by ads become so critical 'hat they look at the grammatical and rhetorical construction of ads rather than at the bargains or valuable information that they contain? This is an example of the "expert" idea in advertising run mad. PRINTERS INK, which aspires to be a practical help to advertisers, is developing into a mouthpiece for "experts," 'ad smiths' and the like, we fear. Chas. E. LOWEY.

#### Classified Advertisements.

Advertisements under this head, twolines or more without display, 35 cents a line. Must be handed in one week in advance.

WANTS.

I WANT small cuts. Send me proofs and prices.
Write "I.," care Printers' Ink.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 20 cents a line for 25,000 circulation, guaranteed.

E DITORIALS written for daily or weekly newspapers (Republican or Independent prefered), by editor of leading paper in a New York city. Terms very reasonable. Address "MAK." care Printers' Ink.

W ANTED—Competent foreman or successful advertising manager can secure working interest and good salary on morning paper by investment of \$1,500. Live city 50,000. Address "ACTIVE," care Printers' Ink.

WANTED—Competent man, with \$2,000 or \$3,000, can secure editorial and business management of paying daily in live town. Cash necessary. 50 leading business men stockholders. Salary and commission. Address "B."

DUSINESS man and journalist of experience will sell four or more hours per day to some concern that needs a wide-awake representative in Chicago. Has excellent office in finest office building in the city. References for the asking. F. E. SCOTFORD, 47 Ashiand Block, Chicago.

A DVERTISING MAN—We want at once a thoroughly experienced man to solicit adverting for a medium second to none in its line. Good man could easily earn from \$50 to \$100 per week. None but husters need apply. Answer quick, with references, addressing "S. L. J.," Printer's Ink.

\$216 FIRST 12 weeks, an average of 18 subsuit of 12 also written by me, designed to work up suit of 12 also written by me, designed to work up weekly of 700 circulation. Ads run exclusively in the Disparaci. Twelve consecutive issues of the Disparaci contain the ads complete and show six pressure of the present of the pressure of th

A YOUNG man with extensive experience and acquaintance with advertisers desires position as advertising manager of a first-line, emotion as advertising manager of a first-line, emotion of the control o

FOREMAN wants position, daily or weekly. All references. "R.," care Printers' Ink.

WANTED—Experienced editors, advertising manager, general and circulation agents for new metropolitan anily and weekly in Eastern city. References required. Address "S. C. W.," care Printers' Ink.

#### NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. 100,000 monthly.

#### PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

#### PRESSWORK.

IF you have a long run of presswork it will pay you to consult us. Largest preservous in the city. Best of work. Most reasonable prices. FERRIS BROS., 324-330 Fearl St., N.Y.

#### PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and adv'rs.

THE CHICAGO PRESS CLIPPING BUREAU, 38 La Salle St., Chicago. 40 expert readers. Patrons all satisfied. We can help push your business. Write. N. Y. Office, Equitable Bidg.

#### MERCANTILE LAW.

CAVANAGH & THOMAS, Omaha, Nebraska, Lawyers and adjusters. Collections of Johwith success; 2,500 of the leading Eastern Johbers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, W. & J. Sloan, New York City.

#### ADVERTISING AGENCIES.

STANLEY DAY, New Market, N. J. ADVERTISEE'S GUIDE, 25c. a year. Sample mailed free.

A NY responsible advertising agency will guarantee the circulation of the Wisconsin AGRICULTURIST, Racine Wis., to be 25,000.

I You wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

#### TO LET.

YANK, Roston. Space.

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WE have for rent, at 10 Spruce 83, two conmeeting offices, one large and one small. They may be supported by the support of the support lighted and the pieusantest offices in the building. Size of large room about 2023; smaller, 10215. If wanting such offices, please call and talk about price, etc. Will be fitted up to suit. Address 640. P. ROWELL & CO.

#### BOOKS.

O LD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 312 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical bints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

M EDR'AL advertisers in the U.S., latest list, arranged by States in book form; leather-ette cover. Price 50 cents. Address CHARLES WOOD FASSETT, Sec. A. M. P. A., St. Joseph, Mo.

WOOD FASSETT, Sec. A. M. P. A., St. Joseph, Mo. A MERICAN NEWSPAPER DIRECTORY for A 1886 (issued June 1th). Describes and reprotes the circulation of 30.760 newspapers and periodicals. Pays a reward of \$25 for every case where a publisher is not seen to be a considered and the statement in detail if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue. Over 1,000 pages. Price, Five bollars; 31 cents extra for postage if forwarded by mail. Address GEO, F. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

#### MISCELLANEOUS.

In her Post-Intelligencer Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

WISCONSIN AGRICULTURIST, Racine, Wis, Only English agricultural paper printed in Wisconsin, Established 1877.

#### PRINTERS.

VAN BIBBER'S Printers' Rollers.

THE LOTUS PRESS, 140 W. 23d St. (See ads un der Adv. Constructors.

\$22 BUYS 100,000 white 6x9 circulars. Write ELECTRIC PRESS, Madison, Wis.

I OR one check book, 1,000 checks, 3 deep, well bound, perforated and numbered, my price in \$6.00. WM, JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.

1,000 NEAT business cards for \$1.50. I have tol board. While it lasts I will fill orders at the above price. Cash with the order. WILLIAM JOHNSTON, Manager Printers' ink Press, 10 Spruce St., New York.

#### FOR SALE.

5 LINE advertisement, \$1. WISCONSIN AGRI-CULTURIST, Racine, Wis.

BUYS 4 lines. 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

SOUTHERN agricultural journal, semi-monthly, on easy terms Address "FARMER," care Printers' Ink.

66 IN her Post-Intelligencer Seattle has one of the four great papers of the Pacific Coast"—Harper's Weekly.

L VENING paper in thriving city, Northern California; population over 25,000; 26,000; pays publisher \$3,000 year. W. C. WASHBURNE, Am. Press Asa'n, 510 Montgomery St., San Francisco.

FOR SALE—A ladies' monthly journal of established national reputation. 10,000 peid subacribers. Price \$1.800; easy terms. Address MASS. NEWSPAPER EXCHANGE, Globe Buildlag, Boston, Mass.

PINE printing press cheap. One single Clause press; prints four or eight pages, seven or eight columns wide; in use little over a year; in perfect condition; a great bargain. STAR-SAYINGS, St. Louis.

FOR SALE—A well-equipped country newspaper office in one of the best agricultural counties of Eastern Fennsylvania. A bargain to a cash buyer. For particulars address "BUSI-NESS," care Printers' Ink.

#### SUPPLIES.

VAN BIBBER'S

Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

N EWSPAPER-Rolls or sheets. First quality. Write A. G. ELLIOT & CO., Philadelphia, Pa.

STANDARD Type Foundry printing outfits, type, original borders. 200 Clark St., Chicago.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'v'd, 10 Spruce St., New York. Special prices to cash buyers.

FOR making attractive window cards use the Artistic Sign Markers. Send for circulars and prices to CHAS. A. JACKLE, Herkimer, N. Y. Agents wanted.

DO you know that I have the most complete sejection of brase rule in the cord! When you want anything in the brase rule line write me about it. F. H. BRESNAN, successor to Walker & Bresnan, 30 to 50 & William St., N. Y.

on premain, and of so within St., N. T.

The power of the press has been both troublesome and coatly till the introduction of our and gasdine engines. They may about an oxposite engines. They may about an oxposite supplies the stention, can be placed by the control of the production of your expense occurs to of interest to you, address PHILADA. GAS ENGINE CO., 21 Wainut St., Philadelphia.

#### ELECTROTYPES.

HOW to make cuts. Do you want to learn the art of making engravings for book and newspaper illustration in a practical method? Write for terms and particulars. D. C. BITTER, 78 Dearborn St., Chicago

#### ADVERTISING NOVELTIES.

COUPON scheme. No investment, no ext ARTISTS' PUBLISHING CO., St. Louis, Mo profit.

S HEET MUSIC—The latest song, "Private Tommy Atkins," with your ad on, in lots of 1 M to 100 M. Write for prices. A. K. PARKE, 70 State St., Chicago.

TRILBY trillers. Latest ad novelty. Silver plated. \$35 per M. Sample 10c, (this shuts out sample flends). UNION ATHLETIC GOODS CO., Somerville, Mass.

DADS—Pencil pads for memorandums—any size to order—7c. lb. Embossed catalogues a specialty. Send for one. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass. GRIFFITH, AXTELL

A DVERTINING blotters, printed, \$2.50 per 1,000; size 4x9%; good stock; 5,000 for \$10, cash with order. V. I. AARON & CO., Printers and Stationers, 356 Dearborn St., Chicago, Ill.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

A BEAUTIFUL little book, useful to ladies. Plenty of room for advertising, cheap as a chrome card. Estimate for given quantity and sample free. Postal card requests ignored. THE CURRENT PUB. CO. 1036 Filhert St., Philada.

ADVERTISEMENT CONSTRUCTORS.

A PT ads. CURRAN.

SIX retail ads, with cuts, \$5. R. L. CURRAN, 111 W. 34th St., N. Y.

SIX retail ads, \$3. FRANK V. STUMP, Werner Building, Goshen, Ind.

PLEASE write C. J. BARLESS, Rose, N. Y., for estimates on your ads. He's good.

ONE ad, with outline cut, 25c. Write. VUS COHEN, 335 Forest Ave., N. Y.

CATCHY readers and pithy car signs written for \$1 each—10 for \$7.50. R. I. CURRAN, 111 West 34th St., New York.

M Y ads sell goods. Have some † Squibs, S \$1; 3-inch ads. 10 for \$5, cash. F. DECKER, 155 Chambers, Newburgh, N. Y.

I ITTLE ads of 10, 20, 30 lines are what I do best. R. L. CURRAN, 111 West 34th St., New York.

I AM not so busy that I have no time for you; 5 trial advertisements for \$2; booklet for stamp. H. FRANK WINCHESTER, 162 Ashford St., Brooklyn, N. Y.

I LLUSTRATED "advertising monthlies" writ-ten and printed. Valuable plan for large ad-vertisers. Write. CLIFTON WADY, Writer, Somerville, Boston, Mass.

A SAFE rule to follow: No matter who does the writing of your ads, circulars or booklets, be sure to have WM. JOHNSTON, of Printers' Ink Press, do the printing.

CONTRACTS for 365 advertisements a year.

E. L. SMITH, Codman Bldg., Boston, Ma

66 | N the matter of writing effective adver-tising it seems to us that Jed Scarboro strikes a little closer to the heart of his subject than any other man in the field. BACHELLER, JOHNSON & BACHELLER, Tribune Building, New York City.

I DON'T rent a Vanderbilt office in some large city. You get the benefit of this in prices. Six retail ads. \$3: ½-page magazine ads. \$3. Sat-isfaction or money refunded. Send stamp for my new booklet, "Sharp Points." FRANK V. STURP, Goahen, Ind.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

FOR \$10 I will print 1,000 8 page booklets, using a good quality of heavy linen paper and any color of ink you may desire. Cash must accompany order and copy. Proof turnished. Address WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

I PREPARE %-page magazine ads for \$5, include a little line cut, and give an electro of the entire ad splendidly set up : % page ads. \$8.50 page, \$15. I have been the ad writer of an ad page, \$15. I have been the ad writer of an ad agency which makes a specialty of magazine ads of highest grade. R. L. CURRAN, 111 West 34th St., New York.

HENRY HOLMES—5 ads and 5 cuts for \$2. For that \$5 for 5 ads and 5 cuts. Cash with order every time—money back if you want it. Book-lest, circulars, etc., at proportionate prices on the same terms. Orders without cash—waste basket. HENRY HOLMES, if Beckman St., N. Y.

I F you're in business and advertise, I'd like to correspond with you. My business is to increase your business and to build up my own. The best business-bringer is advertising, properly written and placed. I do both as well as man is capable of doing. If you think there's value in my work, you pay its value—nothing building. Washington, D. C., Equitable Building. Building Washington, D. C., Equitable Building.

HE quickest way for you to find out whether I can adapt myself to the sort of writing you will be a soft of the sort of the sort of writing you will be a soft of the soft of

THE day I write this Sept. 11) I have a list of I work I have to do before me—3 booklets to write, a trade paper ad, some retail ads, two circulars, an article for an advertising paper, a car card. Have some ads just received from an adagency to criticine, a check from another agency for some writing done last week. I want more than this by next Wednesday. If I do good work to the control of t

If the Currents, in w. sain Sc., New York.

And doing considerable work now for trade
paper advertisers. This kind of advertising
is more or less technical, but I have been quite
is more or less technical, but I have been quite
between us we produce advertisements much
more effective than either could have prepared
single-handed. For writing trade paper ads !
charge from \$3 to \$15. BERT M. MOS \$0.280.
Brooklyn, N. T. My mell-yrinted tookset will
please inclose a stamp if they want it.

will please inclose a stamp if they want it.

"HE class of printing we do cannot be had else—
where. The labor flust produces it is not in
the market. Perhaps in five years we may have
worthy competitors. Perhaps in that time other
printers may acquire the art education we have
now. But at the present time we stand out distinet and slone. Each succeeding booklet we
print is probably better than the one before. We
never expect to reach the limit of excellence unexcellence upto give prices for catalogue printing without secing the copy and knowing the size. We would
like to quote rates to every good advertiser who
will write and ask for them. THE LOTUS PRESS,
140 W. 324 St., New York City.

W. E. sattern after publish.

WE pattern after nobody. As Ingerball would' put it, we' care nothing for roads, nothing for the steep paths, nothing for the footsceps of others." Our work is, first and above all else, original printing, and we supplement originality with art. We believe nothing to be good enough unless it is just as good as it possibly can be. We can make a business card as artistically excellent as a catalogue. Write us a letter about business cards. Car prices are a little higher than the because the printing we do is so good that it demands attention. Five thousand business cards in two colors would cost about \$95. THE LOTUS PRESS, 140 W. 23d St., New York City. As Ingersoll would

#### MAILING MACHINES.

\$1.00 (stamps or m. o.) Pelham Mailing System and Mailer, postp'd. Prac'l: 1,000 hour; saves 2-3 time writing: no type lists; unique address label. C. P. ADAMS & BRO., Topeka, Kan.

#### BILLPOSTING AND DISTRIBUTING.

P. PRINTZ, distributor of advertising matter, 730 9th St., N. E., Washington, D. C.

CIBCULARS, samples and all kinds of advertising matter distributed at reasonable prices, o. G. DORNER, 85 Marion St., Cleveland, O.

AN FRANCISCO pamphleteering. "R's a way see hare" of distributing circulars. Rightly done. "R's away to Asse" of getting returns for you. ADSIGNS. S. I. Stone, Manager, 506 commercial St., San Francisco, Cal.

#### ADDRESSES AND ADDRESSING.

ETTERS for sale or rent. Cash paid for all lines of fresh letters. Write for lists and prices. H. C. RUPE, South Bend, Ind.

1.000 ENVELOPES, cards or wrappers addressed to leading advertisers, 23. will exchange for space. TOWNSEND, 408 E. 23d St., Minneapolis, Minn.

3,200 NAMES and addresses of people who pay taxes on \$300 and upward in Spattanburg County, S. C. Fresh from the tax books. Never been used. Price \$15. Address CHAS. H. HENKY, Mgr. Daity Herald, Spartanburg, S. C.

#### ILLUSTRATORS AND ILLUSTRATIONS.

SENI, New York. Service good and prompt.

OUTS for newspaper, book and catalogue illus-

UTS for newspaper, book and catalogue illustrating by up-to-date methods. See our specimens and prices. SANDES ENGRAVING CO., St. Louis, Mo.

I ANDSOME illustrations and initials for maggings, weak-line and applies.

azines, weeklies and general printing, ac per inch. Sample pages of cuts free. AMERI-CAN ILLUSTRATING CO., Newark, N. J.

DRAWINGS to fit your ads. Little outline drawings are fifty cents; designs, etc., are more. Satisfactory or no pay. Let's hear from you. R. L. WILLIAMS, 83 L. &T. Bidg., Wash., D.C.

#### ADVERTISING MEDIA.

THE YANK, Boston, Mass., 100,000 monthly.

C'OOD local paper! Our people know what they want I Rockland, Maine, DALY STAR. IF you advertise in Ohio you will get results. For particulars address H. D. LA COSTE, 38 Park Row, New York.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

66 IN her Post-Intelligencer Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

H • D LA COSTE, 38 Park Row, New York. Special newspaper representative. I offer advertisers papers that bring results.

I N all America there are only eight semi-monthlies which have so large a circulation as the WISCONSIN AGRICULTURIST, Racine, Wis.

AN FRANCISCO pamphleteering. "R's a seay see hare" of distributing circulars. Rightly done. "R's a seay see hare" of getting returns for you. ADSIGNS, S. I. Stone, Manager, 506 Commercial St., San Francisco, Carlotte and Car

A RE you advertising in Ohio! We invite your attention to the Dayton Morriso Triers, strength of the Strength

#### ARRANGED BY STATES.

#### ARKANSAS.

For local and State circulation in Arkansas the

#### Little Rock Gazette

Covers the field completely. It holds the Associated Press franchise, uses Mergenthaler linotypes, and with the circulation prestige and influence gathered through seventy-six years' continuous publication is an unequaled advertising medium in its territory. Investigate its circulation and rates.

#### CALIFORNIA.

A LWAYS AHEAD—Los Angeles Thres, So. Cal.'s great daily. Circulation over 14,000. THE great California fruit-growing district of

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the San Jose Meketter. Bample coples free. For advertising rates in daily or weekly address San Jose, Cal.

S AN FRANCISCO pamphleteering. "R'n a way
S are have "of distributing eleculars. Rightly
done. "R'a a way we have "of getting return
for you ADSIGNS, S. 1. Stone, Manager, 566
Commercial St., San Francisco, Cal.

THE WAVE, San Francisco, Cal., the ciety, literary and political weekly. E. KA72, 186-187 World Bidg, New 13,000 weekly York, N. Y., sole agent

THE EXAMINER has a larger daily circulation than all the other morning papers in San Francisco combined, and the largest circulation of any daily west of Chicago, while the weekly Examiner has the highest circulation yet accorded to any paper west of the Missouri.—From Printers' hat, issue of July 8, 1886.

#### ILLINOIS.

THE NEWS, an 84-column paper, has the largest circulation in Champaign County, Ill.

#### IOWA.

THE Dububue (Iowa) TELEGRAPH, daily and weekly, is a paper that judicious advertiers should include in their contracts. They are the best papers in Northern and Eastern Iowa. Send for sample copies and rates of advertising.

for sample copies and races of advertising.

WEEKLY SENTINEL, Carrol', twelve page of any weekly in county, Guaranteed by Rowell. The Dally SESTIMEL is the only daily in one of lowa's best counties. Rates low, perhaps not so low as papers with half the circulation, but these about one circulation, and pay after-listers.

#### LOUISIANA.

S. W. PRESBYTERIAN, New Orleans, weekly over Ala., Ark., Fla., La., Miss., Tenn., Tex.

#### MAINE.

THE HOME TREASURY, Augusta, Maine, proves 50,000 copies per month.

#### MASSACHUSETTS.

25 CENTS for 40 words, 5 days. Daily ENTER-PRISE, Brockton, Mass. No spide ads.

#### MICHIGAN.

THE SOO DEMOCRAT Sault Ste. Marie, Mich. It should be on your list.

SAGINAW COURIER-HERALD. Daily, 6,000 Sunday, 7,000; weekly, 14,000.

S AGINAW COURIER-HERALD is delivered directly into the homes by its own carriers. THE INDUSTRIAL NEWS, Jackson, Mich., has the largest circulation in Jackson County.

Solitan W. GOURIER HERALD, largest circ<sup>10</sup> in No. Mich. Full Assoc<sup>2</sup> I Press dispatches.

AGINAW EVENING and Weekly NEWS. Largest circ<sup>20</sup> est circulations in the Saginaw Valley, Mich.

AGINAW COURIER-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly, Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1875. Saginaw (pop. 6,000) is the third city in Michigan. For further information address H. D. LACUSTE, SA Park Row, New York.

ACKSON (Mich.) PATRIOT, morning, evening,
Sunday and twice a week. The leaders in
Press fraschise. Only morning newspaper in
this section. All modern improvements. Rates
reasonable. The leading advertisers in the country are represented in the PATRIOT'S columns
Information of H. D. LACOSTE, 38 Park Row, N. Y.

#### MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

THE RIPLEY ADVERTISER is the oldest paper in North Miss, and circulates in a rich farming section where dairy interests are developing. Wants advertising and offers low rates: 25 cents per inch per mouth, eash. Address C. A. ROB ERTSON, Ripley, Miss. Circulation growing rapidly.

#### MISSOURI.

K ANSAS CITY WORLD, daily exceeding 25,000, Sunday 30,000.

STRIKE the happy medium—use the MEDICAL FORTNIGHTLY, St. Louis.

To reach the 50,000 lead and gine mines of Southwest Missouri, use the columns of the Webb City Daily and Weekly SENTINEL. A live, progressive and up-to-date paper.

#### MONTANA.

THE LIVINGSTON ENTERPRISE; eight pages; all home print. Circulation exceeds 1,000.

A NACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

#### NEW JERSEY.

POPULAR adv. mediums: Bridgeton (N. J.) Ev'g News, 3,600; Bridgeton (N. J.) DOLLAR WEERLY NEWS, 1,600. Rowell guarantees circ'n.

### THE EVENING JOURNAL, JERSEY CITY'S FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.
Advertisers find [T PAYS!

#### NEW YORK.

READY prints illustrated. No advertising. No plate matter. . italf-tone engravings of live subjects. Prices about the same as for the old-fashioned ready prints. Only one paper served in a town. Send for samples. CHARLES H. WEBSTER, Publisher, Buffalo, N. Y.

#### ELMIRA TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent. Rooms 18, 14 and 15 Tribune Bidg., New York City. QUEEN OF FASHION, New York City.
Issued monthly. A million copies a year.
SEE CORNING DISTRICT EPWORTH BANNER, upder Pennsylvania. Guarantees 5,00 per issue.

#### OHIO.

THE PRESS, Columbus, only Democratic daily in Central Ohio.

L ARGEST circ'n of any Prohibition paper in L nation: BEACON AND NEW ERA, Springfield, 0, INDIA, 7 (O), REPUBLICAN is the best new paper in all respects published in any 30,000; weekly, 2,000.

#### PENNSYLVANIA.

TIOGA CO., Pa., and Steuben Co., N. Y., are the home field of the Erwortz Banker, a magnsine in newspaper form. Ads 50c. per inch per issue, next reading. Wellsboro, Pa.

THE PATRIOT, Harrisburg, Fenna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 56,000 AO, To that matter, has a more desirable circulation than the Chester THES. It reaches 29,009 people in the garden spot of the Keystone State. WALLACE & SPROUL, Chester, Pa.

#### RHODE ISLAND.

THE HOME GUARD, Providence, R. I. Tenth year. Circulation 50,000.

#### SOUTH CAROLINA.

THE daily edition of THE STATE, Columbia. S. C., is the most popular paper in a hundred south Carolina towns. The semi-weekly edition reaches over 1.000 post-offices in South Carolina.

#### TENNESSEE.

THE PRIMITIVE BAPTIST, Martin, Tenn., has largest circulation in 9th Congress'l District.

#### VIRGINIA.

THE STATE, Richmond, the leading evening paper in a community of 155,000 people, public and the state of the

#### WASHINGTON.

SEATTLE TIMES.

north of San Francisco

CEATTLE TIMES is the best.

SEATTLE POST-INTELLIGENCER.

'HE TIMES is the home paper of Seattle's 80,000

SEATTLE'S afternoon daily, the Times, has the largest circulation of any evening paper

N her Post-Intelligencer Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

#### MEXICO.

THERE are two classes of advertisers—those who desire immediate and those who expect ultimate returns. EL FARO can help both. Apartado S06, Mexico City.

#### WISCONSIN.

W ISCONSIN AGRICULTURIST, Racine, Wis-Only English agricultural paper printed in the State. Rates only 30 cents a line. Circulation over \$5,000.

#### VERMONT.

THE Burlington FREE PRESS has largest Daily and Weekly circulation in Vermont.

#### CANADA.

THE largest circulation in New Brunswick is enjoyed by the Progress, a weekly issued at St. John. From Printers' Ink, issue of May 5,

THE BERLIN RECORD (daily and weekly) is acknowledged to be the best advertising medium in Waterloo County, as it indisputably is the leading newspaper. The DAILY RECORD is dium in wagerroo comments the bally Record is the leading newspaper. The Dally Record is the paper of a large and progressive manufacturing town. The people who read it are well-to-do German Canadians who have money to spend. W. V. UTTLEY, Business Manager.

#### SO. & CEN. AMERICA.

DANAMA STAR & HERALD.

#### CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class cost 35 cents a line, for each insertion. One time, seithout display or blackpood type housered one gent, 35 secks, for \$50, \$6 for \$51. Display or black-faced type charged at 50 cents a line each issue, or \$85 a year, or \$2 a month, for each line of pearl space occupied by the value advertisement. For the publisher that the world publisher had been advertisement for the publisher who made to specially \$ft kin. Advertisements inserted under this heading, in

#### AGRICULTURE.

HOME AND FARM, Louisville, Ky. BRKEDER AND FARMER, Zancsville, O. PACIFIC RUBAL PRESS, San Francisco, Cal. WISCONSIN AGRICULTURIST, Racine, Wis-WISCONSIN AGRICULTURIST, Racine, Wis-

#### A. P. A.

A. P. A. MAGAZINE. New. 15,000 circulation al-ready. 100 large quarto pages. \$3 yearly, 25c. monthly. None free. San Francisco, Cal.

#### ART

ART LEAGUE CHRONICLE, Leavenworth, Kan. BAKERS AND CONFECTIONERS.

SUPPLY JOURNAL, 173 Chambers St., New York. CARRIAGES AND WAGONS.

THE HEB, 947 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and eleculated all over the world. THE HUB NEWS, 247 Broadway, N. Y. The only weekly paper published in the interests of vehicle mfrs. and dealers.

COAL

COAL TRADE JOURNAL New York City. COMMERCIAL TRAVELERS.

THE COMMERCIAL TRAVELER, St. Louis, pub-lished in the interests of and circulates among commercial travelers. Bona fide circ'n, 4,650.

#### DANCING

THE BALL ROOM, Kansas City. Semi-monthly. DRUGS AND CHEMICALS.

WIS. DRUGGISTS. EXCHANGE, Janesville, Wis. FASHIONS.

QUEEN OF FASHION, N. Y. City. Issued monthly. A million copies a year THE WAVE, San Francisco. Cal. 13,000 weekly.

FRIENDS. FRIENDS' INTELLIGENCER, Philadelphia. Established 1844. Circulation 3,500.

HISTORICAL THE AMERICAN HISTORICAL REGISTER,

Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 130

#### HARDWARE AND HOUSE FURNISHING.

HARDWARE DEALERS' MAGAZINE goe hardware dealers. 83 per iuch. D. T. 1 LETT, Publisher, 271 Broadway, N. Y.

HOMCEOPATHY. HOMEOPATHIC RECORDER, Phila., Pa.

HOUSEHOLD. WOMAN'S FARM JOURNAL, St. Louis. Monthly.

JEWISH.

JEWISH SPECTATOR, Memphis, Tenn., and New Orleans, La. Oldest, largest, best, most widely circulated Southern Jewish paper.

LARGEST CIRCULATIONS.

ELMIRA, N. Y., TELEGRAM: Over 100,000 weekly. LITERATURE.

THE WAVE, San Francisco, Cal. 13,000 weekly. LUMBER.

SO. LUMBERMAN, Nashville, Tenn. Covers South. MEAT AND PROVISIONS.

The National Provisioner, N. Y., Chicago. MEDICINE

LEONARD'S ILLUSTRATED MEDICAL JOUR-NAL, Detroit, Mich. Circulation over 10,000. MEDICINE AND SURGERY.

MEDICAL SENTINEL, SWOTD CIT. POPULAD, OF. WESTERN MEDICAL AND SURGICAL REPORTER, 84. Joseph, Mo. MILITARY.

CANADIAN MILITARY GAZETTE, Montreal, Que, Only publication of its class in Canada.

MINING

MINING AND SCIENTIFIC PRESS, San Francisco. PAINTING.

PAINTING & DECORATING, 247 Broad-way, N. Y. The finest and most complete paper published for the trade—one Issue worth more than price of a year's sub'u.

PARKS AND CEMETERIES.

PARK AND CEMETERY, Chicago. Monthly. PHILATELY.

AMERICAN PHILATELIC MAGAZINE Omaha Neb. Monthly, Stamp men like it. PRINTING INDUSTRIES.

PAPER AND PRESS. Philadelphia, Pa.
The leading technical magazine in the world of
its class—indorsed by and circulating exclusively to employing and purchasing printers,
lithographers, book binders, blank book
makers, manufacturing stationers, engravers,
ctc., etc. Sample copies and rates on application.

SECRET SOCIETIES. THE LODGE RECORD, Watertown, New York,

SOCIETY THE WAVE, San Francisco, Cal. 13,000 weekly. SPANISH.

REVISTA POPULAR, established 1888. Largest Spanish circulation in the world. Translations in all languages: 45 Vesy St., N. Y. City. Moreover, 1899. American families than any other publication. 55,00 copies sent each month. Books open to all. Send for sample copy. E. C. WHITE, 195 Liberty St., N. Y.

SUNDAY PAPERS.

ELMIRA. N. Y., TELEGRAM: Circulation over 100,000 copies weekly

TEXTILE

TEXTILE WORLD, Boston. Largest rating.

TYPEWRITERS

PHONOGRAPHIC WORLD, New York City. WOMEN.

QUEEN OF FASHION, New York City Issued monthly. A million copies a year.

## WE HAVE REC

**OUR NEW YORK OFF** 

to the Main Floor of the

## Postal Telegraph Buildin

253 Broadway, Cor. Murray Street.

Size of our offices:

5,000 F

53 X 42

Feet.

1891 20 Cities 4,000 Cars.

1890 15 Cities 3,000 Full-Time Cars Small Office in Times Building.

1889

5 Offices

Desk Room in New York.

BOSTO

9000 FULL CA



RLETON & KISSAM,

Street Car Advertising,

TODENVER-DULUTH TO NEW ORLEANS.

LL CARS. 18 BRANCH OFFICES.

#### PRINTERS'

A JOURNAL FOR ADVERTISERS.

A JOURNAL FOR ADVANTISHES.

\*\*EF Issued every Wedneeday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers. After December 31 the subscription price will be increased to Five Dollars a year.

\*\*EF\*\*Publishers desiring to subscribe for PRINT-RES\*\*INK for the benefit of advertising patrons can obtain special terms on application.

\*\*EF\*\* Elempton Prices\*\* For Dollars and Prices\*\* In Elempton Prices\*\*

NEW YORK OFFICES: No. to SPRUCE STREET. CHICAGO AGENTS,

BENHAM & INGRAHAM, ROOM 24, 145 La Salle St. F. W. SEARS, 138 Fleet St.

#### NEW YORK, SEPTEMBER 18, 1895.

GOOD advertising keeps money in circulation.

A GOOD ad makes itself felt, but in the right way.

In advertising, a little line may land a big fish.

THE ad that educates the reader is not written in vain.

THE ad that cannot be improved has not yet been made

STRENGTH in the ad does not consist of strong expressions.

Too many ads give the impression of being laboriously catchy.

IT looks as though some men advertise simply to spend money.

THE value of an ad can only be estimated by the sales it makes.

BETTER have a big advertising bill and a small rent than vice versa.

DISPLAY can tell a story of its own, if the right parts of the ad are displayed.

An ad's prominence often depends on the comparative excellence of its surroundings.

IF you cannot make people like you, yourself, you may make them like your advertisements.

the right place, will always produce advertiser's product, and the public does the right results.

MANY people want what many others want to get rid of. The means to satisfy both is printers' ink.

An ad that will help the purchaser in buying goods will necessarily help the advertiser in selling them.

ADVERTISING that causes a man to purchase once at a store, and thereafter to shun it, will not prove profitable.

ONE solid fact impressed on the reader's mind is worth a score of generalities that leave no distinct impression.

An ad that offers something valuable at a low price is a better trade winner than one that offers something worthless for nothing.

IF you roll a ball down an inclined plane it will roll considerably faster the last half of the journey than the first half. In advertising, the second ad will be more effective than the first, and the hundredth considerably more effective than all preceding. earlier motion gives an impetus to the later motion of the ball, and the earlier advertising increases the power of the advertising done later.

HALF the advertising in this country costs too much merely because the advertisers do not make the most of the opportunities which they have bought, and which they persistently ignore in face of the information furnished by the other half-that the way to get the most out of advertising space is to put the most into it! doesn't refer to the number of words, but to right methods and right matter attractively put.

THE impelling demand for a product used by the people must come from the people if that product is to lead in its line; and any scheme of advertising that merely contemplates the middleman, and ignores the consumer, must fall short of appreciable results. When the desire for a certain article is felt by the public as the result of advertising, the middlemen-jobber and retailer-will hasten to supply the demand. Of what avail, on the other hand, is it to the advertiser if the mid-THE right ad, at the right time, in dleman's shelves are loaded with the not come to buy?

favorable an impression in an ad as it of three months. I put from one hundoes anywhere else.

A SMALL stock well advertised will four times each month." prove more profitable than a large stock not advertised.

SEVERAL writers on church advertising deprecate the use of all other media save the newspaper. But is not the ordinary church an institution that is local to its own portion of the city, drawing the people only from the neighborhood in which it is situated? Could a church in the upper part of the city draw a constituency from the lower part of the city? In small towns, advertising in the town newspapers may be all that is desirable; but in a city like New York the church is about in the same position in regard to newspaper advertising as the ordinary local grocery store. Even the tencent car fare is an obstacle that no amount of advertising can overcome should not be made the features for in getting people to patronize a church that month's advertising as much as a not in their vicinity. For church ad- dry goods merchant devotes each day's vertising is primarily intended to reach advertising space to a different class of the poor and churchless.

#### ADVERTISING A MAGAZINE.

RODERIC C. PENFIELD, OF PETERSON'S, OUTLINES A PRACTICAL CAMPAIGN.

It occurred to me the other day that the people who make magazines might have something interesting to say about advertising them, and I interviewed Mr. Roderic C. Penfield of the Peterson Magazine at the office of that publication.

"Do you believe a magazine can be profitably advertised?" I asked.

"Yes, a magazine or any publication similar to a monthly periodical is just as good a commodity to advertise as any thing else that the public wants, and the fact must be apparent to every one that the public does want magazines. There are now sixteen ten-cent magazines on the market, besides higher priced and class publications.

"What would you do in the way of advertising a magazine and bringing it

before the public?"

"My plan is first to take a good line of daily papers in each section of the country and spend enough money in them each month to stir up a demand for the magazine in that section. For very promptly refused, and we do not instance I take, say, Philadelphia, Bal-think we have lost anything by it.

A STRAIGHTFORWARD story makes as timore and Washington for a period dred to two hundred lines in the best daily papers of these cities three or

"What would you put in your ads?" "That would depend upon the character of the current issue of the magazines. If it chanced that the magazine had two or three specially timely articles, I would call particular attention to these articles in the paper, perhaps devote the whole space to nothing but these two or three articles. The following month the advertisement might contain the entire table of contents. The month succeeding that, if the illustrations in the magazine happened to be especially good, it would be good policy to refer entirely to the illustrations. I should certainly vary this advertising as much as possible. Looking at a magazine from a business standpoint there is no reason why the specially good points of a certain issue The advertisement in each articles. paper should be prepared with special reference to the class of people reading that paper. If it is a strong political paper, then the articles referring to subjects in which men are especially interested should have the precedence in the advertising; and with the dailies which make a special claim to a family circulation, articles that are of particular value to the home and to women are the ones that should be announced."

"How long would you continue this

kind of a campaign?"

"I keep up a definite amount of this kind of work all the time, simply alternating between different sections. In addition I have a good talker call upon the newsdealers in each of the cities while the advertisement is running, calling the dealer's attention to these facts: That the magazine was being advertised for his benefit; that he should keep it prominently displayed, and requesting him to call the attention of his customers separately to it. I repeat this each month as long as the advertisement is running. we first approached the New York newsdealers some of them wanted \$5 per month as a retainer or salary to give us special attention. This we

As to special matter, I furnish the dealer posters, advertising circulars and leaflets with his name printed on them, and where the stand is prominent, a large placard to be put up for the first day or two announcing the fact that the current number is just issued."

"What sort of poster do you prefer?"

"Something as handsome as possibly can be afforded. Certainly in colors. Some of the posters used by the magazine and book publishers nowadays are frightful, in my opinion. They are supposed to be artistic, but they are simply eccentricity gone mad. I believe that a poster should combine three essentials—neatness of color, artistic design and absolute legibility."

"What sort of circulars?"

"Something in the way of a fourpage leaflet, with specimen illustrations from the magazine and advertising matter about it. This should be nicely printed on good paper and made thoroughly attractive in every way."

"How about advertising for sub-

scriptions?"

"The subscription business, it seems to me, is largely a matter of personal solicitation, although good advertising always helps. I advertise in the leading publications of a wide circulation during the fall months and secure agents to make a house to house canvass."

"How would you advertise to get

advertising?"

"I believe in a pretty liberal use of the advertising trade publications, like PRINTERS' INK, and a moderate use of the advertising agencies' books. The latter, however, are simply to keep the name before the advertisers of the country. I also send out advertising matter of some description each month to the best advertisers of the country. The sort of matter really depends largely on the kind of publication which is being advertised. Neatly printed circulars, letters and cards, with now and then an advertising novelty of some sort. These things are also only to keep the name of the publication to the front. A good solicitor should be backed up with good advertising matter."

J. L. FRENCH.

THERE'S no use for an adage "trite and old" In this ad-age new of methods bold. If you would avoid financial disaster, Ad-bere to ad-vice of the Little Schoolmaster.

#### NOTES.

LORD & THOMAS have issued a fine booklet called "America's Magazines and their relation to the advertiser."

CARLETON & KISSAM have moved from the ninth to the ground floor of the Postal Telegraph Building, where they have greatly enlarged quarters and facilities.

Good Housekeeping offers prizes aggregating \$775 for the solution of 200 anagrams, 175 of which are popular advertised articles, and 25 of which are the names of well-known advertisers.

THE Minneapolis Times, of Sept. 5, is an elaborate issue of roq pages, the object of which is to tell the farmers of New England and Canada the advantages of settlement in the Northwest.

The Ladies' Home Journal sends to each subscriber whose subscription has expired an elaborate booklet, reminding her of the fact, and giving an illustrated synopsis of the good things to come.

J. A. Butler, Esq., the business manager of the Evening News, of Buffalo, makes an affidavit that the average circulation of the News for the six months ending July 31 was 63,347 copies per day.

A ROYAL edition of one of the great dailies is prepared and issued daily for the Queen's special sight. Ever since the death of the Prince Consort twenty-five copies of the newspaper have been issued, in truly royal style, and sent to each of her palaces daily. Should Her Majesty feel disposed to glance at its contents, she has the privilege of knowing that she reads an edition expressly prepared for herself.—London Fame.

#### THE LAW ABOUT ADVERTISING CLAIMS,

It is, without doubt, the common law right of any person to advertise for sale any lawful claim he may hold against any there, but this right is subject to the limitative that the advertising be done in good faith, and for the sole purpose of realizing money fr. m a sale of the claim. If the advertising be done with intent to force payment from the debtor through intimidation or by holding him up to a public distrust or contempt, such a publication is clearly within the law of libel, and the publisher (i. e., advertiser) is liable, both civilly and criminally. This is the common law in every State in the Union.

It is no defense to an action for libel in a case where it was shown that debts were maliciously published, to say that the claims were justly due. It is indictable to publish the truth with evil intent, and unless a communication is privileged the court will presume malice from the fact of the publication itself. "To write or publish of a man anything that imputes insolvency, inability to pay one's debts, the want of integrity in his business or personal incapacity or pecuniary inability to conduct it with success, of which imputes to him fraud or dishonesty, or any mean or dishonorable trickery in the conduct of his business, or which in any other manner is prejudicial to him in the way of his employment or trade, is libelous in itself."—

Gracery World.

If to advertise be folly,
What a lot of fools there be,
Who to their want of wisdom
Owe great prosperity.

#### ADVERTISING IN PARIS.

There are probably very good reasons for thinking Paris an excellent advertising center, and it is an indisputable fact that there exists there an enormous field for publicity, which has as yet been only in a very small extent exploited by English advertisers. Of course, difficulties and obstacles exist; but they are accompanied by countervailing advantages, and once the initial obstructions are got over, France, with Paris as a center, ought to be a very lucrative field for advertisers of English manufactures.

British and American advertisers are apt to shun foreign markets on account of the difficulty of language, and this is a real obstruction. But to surmount it is, after all, troublesome rather than difficult. The legal difficulties attending some classes of trade may occasionally be both troublesome and difficult. They, however, are also not insur-mountable, and, once surmounted, their very presence is in one way an advantage to the persevering surmounter, since it restricts competition. The French law is not unkindly disposed to foreign trade; but it is stringent and punctilious in its provisions, and must be complied with, of corrse, by any ne who wants to do business in France The effect of it is that a depot or agencyone or the other-is almost essential to a successful use of the French market. There is a tariff at the ports of entry and the frontiers, and a municipal tax-the Octroi-(not coincident with the sustoms tariff) at the large

The law of trade-marks in France affords, when properly employed, an ample protection to traders—in some cases better than they get in England. The English doctrine of "descriptive" titles obtains in the French courts, but it is not so drastically adminis-tered. For instance, taking a chemical compound of any kind as an example, a title conveying a rough idea of some ingredients in a mixture is registrable, and can be upheld in France, where under the existing law it would be a bad mark in England. It is only where the title is such as to afford in itself a perfect formula for the mixture that it is held to be descriptive, and for that reason unregistrable. A like distinction holds good in other classes. Patent rights can only be maintained where a manufacturing clause in the statutes is complied with; but a very moderate compliance satisfies the law, and where it is inconvenient to do the actual manufacturing of all goods for sale in France, the law can be got over by occasionally making a few of the patented articles there. Something of the same kind applies to trade-marked goods. There are two remedies against infringe-

There are two remedies against infringement of trade-marks and patents-correctional and civil; and each kind admits of appeal. It is believed that the two remedies are not mutually exclusive. The law of trade-marks is in France, as it is everywhere, somewhat "tricky"—not that the law is itself "a hass," but that it has been complicated by precedents and decisions. There \*sists an excellent society, the Union des \*Fabricants, 4 Avenue du Coq, Paris, which affords considerable advantages to its members, and it is equally open to foreigners and natives. The president of the Union, Come de Maillard—a busy, urbane man of middle age, a good deal like the late Mr. Mudie in appearance—probably knows more about trademark law than any one else in France, and he is a standing terror to infringers, for whom his eye is very keen.

Trade-marks and patents being susceptible of perfect defense, therefore, there is no

reason why France should not be a good market for advertised goods, provided the latter are suited to the genius of the French people. Your Frenchman is a much simpler fellow than rost of us in England are accustomed to think. He is gay, light-hearted, and a little frivolous, but frugal, provident, and intensely receptive. There is nothing wasted in France.

In the towns, or at least in Paris, the standard of culture among the middle classes would seem to be high. As an example, I saw a poetical drama—the Princesse Loistains of M. Edmond Rostand—being played to a crowded theater, with rapturous applause. It is a play of the most romantic and shadowy action, written in rhymed Alexandrines, like the plays of Racine or Corneille, the action taking place in the time of the troubadours. Not merely the stalls and boxes thronged, but the popular parts of the house also, and there was more enthusiasm shown there than at any music hall or cafe chantant that I visited. Now, a London manager who produces even Shakespeare does so at his proper peril, and must contrive spectacle, music, and the pull of great names to bolster up its popularity. Imagine what would hap-pen if a poetical play by a living author were "put on" at the Adelphi. A people capable of thronging a theater for such plays as this should be worth addressing with pretty highclass advertising copy.

Yet what is the nature of the advertisements addressed to French readers in their own journals? It can only be said of them that they are crude in the extreme. Black sanserif type, used in the most inartistic fashion; heavy-bordered blocks, filled with battered and ill-set type; cuts of the poorest kind. It is with such matter as this that the intelligent, aprightly, aritistic public of the world's artistic center is wooed. Such a thing as a smart head-line, a beautiful outline-sketch, a neatly-balanced advertisement is, in French daily papers, all but unknown. There is a big field here. By contrast alone, something really good would tell with enormous effect. The high-class magazines do a little better, but not much; and the best advertisements that are in them are English and American. The daily and comic papers—the latter very witty, but often exceedingly indecent—admit advertisements of a kind which Lord Campbell's Act, without assistance from the later statute applying specially to advertisements, would render impossible of publication in England; but even here the "important to ladies" class of small advertisements is commendably absent.

It is in the designing and printing of posters that Paris excels, however, though an advertising man who visited France for the first time would be astonished at the very small amount of actual wall-space given up to affiches. The latter are utilized, though, for day and night display above the little kicaques on the boulevards where newspapers are sold, or on some similar edifices of a certain utility.

Wall-posters—even such things as "Boy Wanted"—are subject to a government tax, represented by a stamp. Three is a general impression that wall-posters on white paper are not permitted in France. This is a misunderstanding. White posters are, indeed, reserved for official announcements; but a colored poster on white paper is permitted, provided two-thirds of its area is covered by color of some sort.

The name of the great designer, M. Cheret, is inseparably connected, to the English mind, with French poster work, and I took an opportunity to call on M. Cheret in his

studio, where I had a most courteous and kindly reception. The great artist is a fresh-colored, erect man, wearing a gray mustache, and carrying the red ribbon of the Legion of Honor. After a few sentences in my somewhat imperfect French, he began to talk very good English, and showed a number of his pictures and designs. He was at present, and would be for the future, he said, doing very little poster designing—perhaps three or four cartoons a year; and he showed a portion of a large mural decoration which he is executing for the Hotel de Ville, Paris, a brilliant conception in the world-famous Cheret manner. On M. Cheret's introduction, I also visited the Imprimerie Chaix, to which all M. Cheret's posters are intrusted for execution, and was shown a most interesting series of proofs by M. Alban Chaix and his managers.

It appears to be allowable in Paris to send hand-trucks, bearing large hoarding-like spaces for the display of posters, and this not very high-class medium of advertising is freely used, especially by theaters. There are not any field signs by the railways in the country, though utilitarian France would certainly not allow herself to be talked out of the use of such advertisements did she see fit to employ them. But near the large towns one sees an occasional hanging-letter sign, something like a London sky-sign, unloved of the Country Council; while between Paris and St. Denis I noticed by the railway a colossal bottle, even bigger than that blue horror that used to haunt the London streets in the interest of Emerson's Bromo-Seltzer, and devoted, unless I am mistaken, to the ubiquitions 'Amer Picon,' a pick-me-up or afertiff largely advertised in the gay capital. Of other wayside advertisements there are not many. Paris omnibuses do not carry advertisements—surprising omission in a city where the very lamp-posts are utilized, the latter chiefly for photographers' announcements, often with an ingolious album, under glass, turning over leaf by leaf in slow progression. The theaters have illuminated glass signs on many street posts.

gression. In the the caters have find minared giass signs on many street posts.

There are three prominent Trans-Atlantic advertisers at work in Paris, namely, the proprietors of Dr. Williams' Pink Pills for Pale People, Scott's Emulsion and Seigel's Syrup-all busy, and all doing satisfactory business. Mr. Fulford said that Pink Pills seemed to be catching on, and though, of course, he was spending a good deal of money,

he seemed abundantly satisfied.

An advertising device that was new to me was employed at the Folige Bergeres, where, on leaving in an interval, I was presented with a readmission card (for which, strange to say, there was no charge) bearing a tailor's advertisement. At the same theater they had an advertising act drop, which, even in England, would not be considered quite accordant with the dignity of a first-class theater or music hall.—London Fame.

#### CONSTRUCTING WRITE-UPS.

That "write-ups" are a most valuable sort of advertising I know from experience, and I never failed, when placing ads, to make the best possible provision for a complimentary of this kind as a part of the contract for display. I soon discovered that the average editor had a fashion of cutting down notices of this kind to the lowest possible limit and be able to claim the full performance of his contract, and, once this fact was impressed on my mind, I exhausted my ingenuity in so constructing my write-ups that they could not be recklessly cut down with a blue pen-

cil, and that any material change in them would make it necessary to rewrite them entirely. This is not so easily done as one might imagine, and I had hard work at first to satisfy myself in this respect. I soon found that it was impossible to begin a writeup and finish it within the number of words that it is intended to contain without leaving it in such shape that it could be cut down. Then I tried writing an extended notice occupying five times as much space as I could to get out of most editors. This hope to get out of most editors. This I would go over time and again, cutting it down wherever I possibly could, and by the time I had it boiled down as much as possible, I usually had it in such shape that most of editors did not care to try to say the same thing in fewer words. In those days the art of writing write-ups was not as well understood as it now is, as I have reason to know. As an editor, a good many polite letters from various gentlemanly advertising agents reach me, asking as a special favor that I will in-sert, free, "the following brief notice" of a client, assuring me that such favor will be highly appreciated, and a good many times apologizing for the length of the notice. Some of these can be cut down materially, but I notice that those that are constructed so as to go as originally presented are becoming more plentiful, and I often find one that I cannot reduce and make it sound right that I cannot reduce any make it as well as nor rewrite without spoiling it, as well as using more space than I want to. I admire a write-up of that kind, for I know that the man who constructed it put some work on it, and, as a rule, it goes in as it comes, because I believe conscientious labor of this kind ought to have some reward. The kind of a write-up I like to get is the one where the advertiser or his agent sends a catalogue and asks that the notice be written up from facts gleaned from it. That is the kind of a write-up the average editor can cut off at exactly the number of lines he wants to use for that purpose, and if he is in a hurry—and he usually is—he can grab the catalogue, give the leaves a filp, and scribble off a few lines, dealing in glittering generalities, which might fit one machine or one man's product as well as another.

I still place some advertising for a former employer, and the write-ups I construct for that business are entirely different from those I bring forth for the man who not only wants a free notice, but wants me to write it. A write-up is too valuable to be wasted and I would not trust the best editor I know to write one for me if it was going into his own paper, for a good editor never has time enough to write a good write-up, and a poor one doesn't know enough to write one.

MILLER PURVIS.
Springfield, Ohio.

#### HIS TUNE CHANGES.

Ask some men for an advertisement or a few locals and they will say they don't believe in advertising—a paper is never read. Let one of them be caught kissing his neighbor's wife or trying to hold up the wide of a building some time, and his tune changes instanter, and if the printing office is in a garret of a seventeen-story building, he will climb up to the top and beg the editor to keep quiet—not to publish it in the paper. The paper is not read—bt, no!—Fort lefterom

You should keep before the people, For they are very apt, you know, To forget you are in business, If you cease to tell them so.

### TRADE PAPER ADVERTISING.

By Bert M. Moses.

The Textile World, published at Boston, probably the leading magazine devoted to the textile industries of the United States, is making a special and commendable effort to brighten its advertising pages. The following extract from a business letter I received from Mr. Henry G. Lord, one of its proprietors and publishers, ought to be interesting to other trade publications. I have Mr. Lord's permission to print it.

"It is our idea to pay special attention to

"It is our idea to pay special attention to the preparation of advertisements. If our clients desire it, we will undertake to prepare original and striking ads for them, written by a professional ad writer, charging a little extra. Indeed, I am not sure but what it would pay us to have such ads prepared at our own expense, as I believe that suitably prepared ads have a great drawing value over the lamentably weak productions that are usually found in trade journals. I have always felt that such advertisements could be improved roo per cent, as far as returns to advertisers go, if the same attention was given to them that retail advertisers give to their advertisers meents.

"The difficulty in the way, however, is that most all advertising for trade journals is taken personally by the representatives of the papers, who, at the time of making a contract, are anxious to get 'copy,' and the representative and the advertiser usually prepare it together in what seems to them to be the best shape. The representative is anxious to please the advertiser and gives him his way, and when copy prepared in such a manner has been sent in it is rather a delicate matter for the editor or advertising manager to change it. In one or two instances where we have suggested a change our efforts have not been appreciated.

"If the advertisement solicitor was always a good advertisement constructor, the character of trade journal advertisements could

be vastly improved."

Mr. Lord, I think, would find it profitable to have the ads prepared at his own expense, especially in the beginning of his plan of campaign. He would undoubtedly find his patrons better satisfied with the results. When a medium brings good returns to an advertiser, there is less need for the solicitor, because the advertiser will seek space of his own accord, and he will want more of it. Besides, space which well pays those who use it can be sold for more money than ordinary space.

After a good start is made the reat will be easy. Just as soon as one firm in any line reaches out for business by up-to-date, judicious and attractive advertising, it will be surprising how quickly others will imitate. For example, look at the baking powders, bicycles, corsets, amateur photographing outfits, soaps, dermatologists, washing compounds, tooth powders and washes, to say nothing of proprietary medicines and a hundred other things. All this high art advertising has been brought into being simply because some one of them started in right and stirred the other fellows up.

There isn't a good reason why builders of textile machinery, steam engines, boilers, motive powers, dealers in mill supplies and the many other advertisers in the *Textile World* should not be spurred on to the same endeavor.

The difficulty pointed out by Mr. Lord is a common one. The main object of the solic itor is to get an order and a contract. "Copy" is secondary. The order ought to be re-

When I was little more than an apversed. prentice in a country printing office out in Indiana I used to go to the job cases and put together fearfully and wonderfully made ads. Then, taking proofs, I would submit them to the town's most progressive merchants. Those ads would not draw forth the praise of the editor of PRINTERS' INK now, but they were pretty good ads then, because they were better than the other fellows'. My labor was seldom lost, and the merchants nearly always allowed them to appear over their signatures and paid for the space. The idea may not been new then and it certainly isn't now, but the plan is a good one nevertheless.

As Mr. Lord says, the advertisement solicitor ought to be a good ad constructor, but a commingling of those cardinal virtues is rare. I see no reason why the two should not work together to great advantage, however. The constructor could prepare the matter in advance, and the solicitor could submit it. That would make the latter's efforts easier; the publisher would sell more space; the advertiser would get better returns, and it would seem that under such an arrangement we all

ought to be happy.

#### SWORE OFF.

The attention of PRINTERS' INK has been called to two copies of the weekly Ledger of Oakland, Ill., both dated May 3, 1895; the first copy on the upper right-hand corner of the sixth page contains an advertisement of Castoria, while the second copy contains another advertisement. In the issue of April 12 the same state of affairs exists, and the Castoria people say that so far as they know this occurs in every alternate issue. If he is a benefactor of his race who causes two blades of grass to grow where only one grew before, how much greater the journalist who can make one choice position in his paper satisfy several exacting foreign advertisers.—PRINTERS' INK, August 7.

And the fact as stated above caused the discharge of the foreman. If the Castoria people have any knowledge of any issues other than the above we would be pleased to know it. In fact, these two issues were the only ones that ever happened. Of this we are willing to make an affidavit, as also is our pressman, Elbert Zarley, who has been with the Ledger for over three years. Enough said.—Ledger, Oakland, III.

## Displayed Advertisements

Must be handed in one week in advance.

WISCONSIN ACRICULTURIST, RACINE, WIS.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARK ER, Bethlehem, Pa.

THE WAVE, San Francisco, Cal., the ciety, literary and political weekly. E. KAT, 188-187 World Bidg. New 13,000 weekly York, N. Y., sole agent.

4 YEARS THOUSAND CIRCULATION.

BRIDGEPORT'S ONLY MORNING PAPER.
THE MORNING UNION.

BRIDGEPORT, CONN.

## Wanted, the Best Salesman It Leads Them All...

on the road, to handle the "Century" Pony, the "New Model" Web and other high-grade printing

New Moses recursions recursively to must possess sufficient adaptability to grasp salient points of the work of strong individuality, good address, indefatigable energy, and one who has acquired the habit of success, need apply. Do not call, but write with all particulars. All communications confidential.

CAMPBELL PRINTING PRESS & MFG. CO., 6 Madison Ave., New York.

## The Age and Influence

of a paper play an important part in the success of an advertisement. THE CHRISTIAN UPLOOK (formerly the Buffalo Christian Advocate) has these qualities and circulation too. What is better?

Rates, etc., on application.

THE CHRISTIAN UPLOOK.

ESTABLISHED 1850. BUFFALO, N. Y.

## ADVERTISERS

Invariably get good returns from a good advertisement advertising good goods, for which there is a demand, judiciously inserted in the

## Agricultural Epitomist

Indianapolis, Ind.

Send for sample copy and card of advertising rates.

" The Daily Republican's" Circulation is from Four to Five Hundred Copies more per day than any other Daily Paper pub ished in Bucks County, Pa.

The publishers of Rowell's "American Newspaper Directory," in sending out the Directory for this year, say of THE DARLY REPUBLICAN,

that it has
"A Higher Rating than any other
Daily Published in the County."

Deadly Published in the County."

The medium for Advertisers, sure. Weekly edition is ued in connection with the Daily. For Rates, address

REPUBLICAN PRINTING CO., DOYLESTOWN, PA.



Frederick George Moore, M. D., of London, a specialist in all forms of chronic diseases. writes from Boston, under date of June 20, 1895: "I have had wonderful success with the 'Ripans Tabules' and highly recommend them. The formula is good, and I do not hesitate to say that in every case where I have prescribed them they have proved successful."

Ripans Tabules are sold by druggists or by mail if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 10 Spruce St., New York. Sample vial, 10 cents.

## A SMALL MAN, A BIG BOY



MODEL WER

A Triple Alliance that will produce 12,000 to 14,000 papers per hour. CAMPBELL PRINTING PRESS & MFG. CO., New York.

## The Clouds **Drop Fatness**

The Times Are Over.

## The **National Tribune** Pays.

That is why the best advertisers have used it for years.

Over 100,000 every issue.

No live business man will fail to advertise this fall.

Address THE NATIONAL TRIBUNE. Washington, D. C.

Or BYRON ANDREWS, Manager Branch Office,

World Bldg., New York City.

## Texas Farm and Ranch

DALLAS, TEXAS. WEEKLY.

THE TEXAS FARM AND RANCH is a Texas paper, and its circulation is mainly in Texas, but it has a large number of subscribers in Louisiana, Arkansas, Arizona, New Mexico and the Indian Territory. It is the official paper of every Texas State organization in the interests of Agriculture in all its branches. It has persistently barred its columns to all forms of advertising other than that of the cleanest and most desirable character.

The large manufacturers of agricultural implements who seek trade in Texas have

implements who seek trade in Texas have branch houses in Dallas, and they have all united in signing the following:
"To those who intend advertising any clean, legitimate business in this section, we can heartily recommend Texas Farm and RANCH as the best, most popular and widely circulating advertising medium in Texas." circulating advertising medium in Texas.

This is certainly worthy of the consideration of any advertiser who wants to reach the farmers of Texas.

....REACH for the trade of TEXAS.

There is plenty of it. The reach of Texas Farm

and Ranch will grasp it for you.

It Enters the Homes of the bulk of farmers and stockmen in Texas and surround-ing States every week of the year.

J. C. BUSH.
SPECIAL EASTERN REPRESENTATIVE. NEW YORK. Times Building,

Springfield, Ohio, with its 40,000 wide-awake people, and its bustling factories, is a good town. There are some people there who take the

DO DO DO DO DO

## KEPUBLIC-TIMES

because they have always read it, and their fathers before them—sort of sentiment about it—but most people take it because it publishes more news and of a better quality than any other Springfield paper. It's the only paper in the town with type-setting machines, perfecting press, complete tele-graph facilities—in short everything that makes a real newspaper. That's why it pleases the people and pays its patrons. It's the same way with its two weekly editions—

The WEEKLY TIMES, on Tuesdays The WEEKLY REPUBLIC, on Thursdays

> They cover Clark county (and there isn't a better county in the world) because they are the only local papers that give the people what they want. An advertiser is missing a good field if these papers are not on his list.

THE HOSTERMAN PUB. CO., Springfield, Ohio. TO TO

# The Mediums

222222222

Advertisers all tell the same story ....

.....

[COPY OF AD ]

Free Recipe for Drunkenness.

For the sure and secret cure of the Alcohol and Tobacco curse, Tasteless, Harmless and Certain. Prescription sent free to wives or friends of inebriates, or Tobacco users. A marvelous success in even advanced cases. Inclose stamp. Can be given secretly in coffee, etc. Dr. HIRAM COOK, 18 Park Row, New York.

THIS IS THE LETTER. ]

#### RESULTS ARE SATISFACTORY.

C. E. Ellis, 517 Temple Court, N. Y.

Dear Sir: - Some months ago, acting upon your repre-sentations, I was induced to place a reading advertisement in The Vickery & Hill List, and have now much pleasure in advising you that the results have been satisfactory, and have been satisfactory, and look to them being so to a still greater extent in the coming fall season, feeling assured that "VICKERY'S" is one of the advertiser's best mediums for reaching that ever-desired goal of good business returns.

DR. HIRAM COOK.

\*\*\*\*\*\*\*\*\* All Particulars as to Circulation, Rates, etc., furnished by

C. E. ELLIS. Manager New York Office, 517 & 518 TEMPLE COURT. NEW YORK CITY.

0000000000

7 Replies to a ONE-TEA

ONE-TIME want "ad"

IN THE

## Harrisburg Telegram.

The following clipping appeared in the Press throughout the country on July 27th:

PARTED TWENTY-ONE YEARS.

Happy Re-Union of a Lancaster Man and Wife in Far-Off Oklahoma.

By Telegraph.

Lancaster, July 26.—A letter was received here last night announcing the reunion of Squire John H. Morrison, of Snyder, Oklahoma, and his wife, who had been separated twenty-one years. The story is a romantic one. In 1855 Morrison married a Miss Fry, in York county, and five years later came to this city, where he met business reverses. He then went West, leaving his wife and four daughters here, and nothing more was heard of him until last March, when an advertisement for a wife appeared in a Harrisburg paper (Harrisburg Telegrany), signed John H. Morrison. It was seen by one of his daughters. She answered it.

Morrison received 617 answers to his advertisement, but replied only to the one written by his daughter. In the correspondence that followed their relationship was disclosed, and when he learned his wife was still living he made arrangements to take her to his Western home. The letter received yesterday states that they recognized each other on sight at the reilivay station in Okla. LANCASTER, July 26 .- A letter was re

home. The letter received yesterday states that they recognized each other on sight at the railway station in Okla-

homa.

... CIRCULATION TELLS...

A TRIAL ORDER WILL PROVE THE

## Harrisburg Telegram

BRINGS THE ANSWER.

Advertising Office: 517 & 518 Temple Court, New York. C. E. ELLIS, Manager.

## Make Your Advertising Pay

All advertising has a value. You want the most profitable mediums—those that have been tried and found up to the standard in the way of producing returns.

Ohio is a most prosperous State,

## DAYTON

one of the best cities commercially,

## The Morning Times and Evening News

its leading papers—papers of good circulation among a solid, substantial people.

If your article is one sold to family trade you need the News and Times in introducing your goods in this section.

Send for advertising rates.

H. D. LaCOSTE, 38 Park Row, New York. Special Newspaper Representative.

# ...The... Daily Nonpareil,

COUNCIL BLUFFS AND OMAHA.

Leading Daily Paper in the Missouri River Valley.

7 Columns, 8 Pages.

Sunday, 12, 16 and 20 Pages.

Full United Press Report. Set with Mergenthaler Typesetting Machines. Printed on Fast Press. Send for sample opies and advertising rates.

NEW NONPAREIL COMPANY,

COUNCIL BLUFFS, IOWA.

## 532,054

The Official Census gives this as the Membership of the . .

#### Protestant Episcopal Church in America.

The flower of this army of Church people will meet in Triennial Conven-tion at Minneapolis during the three weeks beginning October 2, 1895.

71 Bishops 208 Clergymen 208 Laymen

The authorized representatives of the Church, and its highest judicial body, will consider grave questions of Church polity. The interest of the Church will be centered to an unusual degree upon Minneapolis during those three weeks.

## The Church Standard

Of October 5, 12, 19, 26, and November 2, will contain full and accurate reports of the proceedings of the Convention. Past experience tells us these numbers will have a very wide circulation—of more than usual value to advertisers, as they will be preserved and frequently referred to during the next three years.

Shrewd advertisers who wish to reach so large a number of Church people at

our regular rate should write us at once.

THE CHURCH STANDARD CO., 112 N. 12th Street, PHILADELPHIA, PA.

## Cover California 🐬 Carefully



By Advertising

## Overland Monthly

FRANK E. MORRISCN. Eastern Agent,

Temple Court. New York.

Boyce Building. Chicago.



The only ILLUSTRATED MAGAZINE

of the RAILROAD BROTHERHOODS.

## REACHES... 150.000 Cash Buyers EACH MONTH.

The MAGAZINE is owned and controlled by the Membershipread as joint owners and literary contributors. Preserved and bound each year, and ...

... THE AD NEVER DIES ...

......

W. N. GATES, Manager Advertising, 29 EUCLID AVENUE, CLEVELAND, O.

N. B .- Send for Booklet Free on "BROTHERHOODS."

## BUYING ADVERTISING CERTAINTY.

## The Sunday School Times

In THE SUNDAY SCHOOL TIMES you receive the publicity of an adult circulation of over

Put! Them on Vour!

List

PHILADELPHIA Lutheran Observer

Presbyterian Journal Ref'd Church Messenger Episcopal Recorder Lutheran Christian Instructor Christian Recorder

160,000 copies weekly-

the active Sunday-school workers of different denominations - coupled with a money guarantee that makes the paper more valuable and safe for both subscriber and advertiser.

These are the only papers, with one exception, published here for their denominations. They offer an exclusive and the best indorsed way to reach over 60,000 religious homes, in this rich Middle States locality, of families able to buy what they want. It will only cost you a postage stamp to learn the price of the advertising and all about the papers.

The Religious Press Association, Philadelphia.

...The Arrow Time Stamp

Unique, Accurate, Durable.

SATISFACTION GUARANTEED.

Will send a machine on fifteen days' trial to any party rated as responsible by mercantile agencies. Write for illustrated circular, mentioning this paper.

ANSWERED

28 1895



215 South Clinton St., 181 Queen Victoria St., CHICAGO, ILL.

BAIRD CLOCK CO.. PLATTSBURG, N. Y.

LONDON, ENG.

## In this busy age

Large advertisers who have "been through the mill" elect to place their advertising in the hands of reliable parties.

Thus it is that

## Carleton & Kissam

handle almost exclusively the

## Street Car Advertising

of the world's greatest seekers for publicity.

It will pay you to do likewise!

9,000 FULL-TIME CARS-130 MILES OF SPACE.

# Our Pyramid and Double Acrostic

Over
100 Cities
in which
we can
place your
card,
11 x 21 or
11 x 42.



At Reliable eliable ates

and

Cuarantee Tood

Service.

Akron, JolicT Roanoke, .DenveR. Lowell, Lawrenc E Elizabeth, San JosE Tonawanda. Mc KeesporT Oakland. Corona. Passai C New York, Plainfield, UticA Wyandotte. Aurora, Rocheste R.

Miagara Falls, Saginaw, Atlanta
Duluth, Canton, Detroit, Port Hurom
Kalamazoo, Beaver Falls, Lindonwald
Indianapolis, Battle Creek, Haverhill
St Paul, Youngstown, Baltimore, Fall RiveR
Syracuse, Nashville, San Francisco, Chicago
Albany, Madison, Brock on, Zanesville, Astoria
Minneapolis, Toledo, Peoria, Dubuque, New Bedford
Grand Rapids, Muskegon, Hamilton (O), Moline, Nashua
Elgin, Los Angeles, Charleston, Lynn, Salem, City Island
New Orleans, Terre Haute, Wichita, Birmingham, WilliamsV

Evanston, Richmond, Davenport, Burlington, MechanicvillE

Rochester, Saginaw, Braddock, Lyons, Stillwater, West SuperioR

Allegheny, Dayton, Stockton, St. Joseph, Austin, Danville, NewporT

Long Island City, Kansas City, Savannah, Haledon, Bay City, WinooskI

Louisville, Massillon, Lynchburg, Springfield (O.), Lansing, St. LouiS

Irvington, Hamilton (Can.). Salt Lake City, Clinton, Liberty, Cincinnat Springfield (Ills.), Flushing, Arlington, South Orange, Rock Creek, Boston Trenton, Brooklyn, Buffalo, Paterson, Newark, Sing Sing, Milwaukee, Pittsbur



## Try it.

The **best** way to do all newspaper advertising is to "try it" **for a time.** 

"One brick won't build you a house."

One advertisement, one time, in any newspaper would hardly pay anybody.

The Chicago Newspaper Union Lists are the same as other newspapers. One insertion would hardly be a fair test. But you can try it if you like.

What the largest advertisers in the country are doing is running their advertisements right along from year to year.

They undoubtedly do it because it pays them.

## CHICAGO NEWSPAPER UNION,

93 S. Jefferson St., and 10 Spruce St., CHICAGO, ILL. NEW YORK.



## DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer sugrections for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelities, catalogs. Tell me your advertising troubles—perhaps I can lighten them.

#### ADVERTISING IN GENERAL.

The Grocery World of Philadelphia gets out some very effective advertising matter. A recent folder of theirs bears this sentence on the first page: "To the men who want to do more business this year than last." The first inside page reads:

## Buy Popularity.

Popularity is the result of publicity, publicity is gained

#### BY ADVERTISING.

As surely as flowers droop without sunshine, or a yacht cannot sail without a breeze, neither can a business flourish without ad-

When we say advertising we do not necessarily mean newspaper space. Prominent location, signs, circulars, salesmen, philantropy—every method of making a favorable impression upon possible purchasers—is advertising.

Of all known methods, however, the most economical and effective, measured by cost and results, is a weekly announcement in a medium reaching the greatest number of people directly interested in your goods. For the grocery trade that medium is

#### THE GROCERY WORLD.

. .

H. L. Cramer, of the Sterling Remedy Co., has sent me samples of a new candy cathartic called "Cascarets," and some literature pertaining to it. It is all red. Most anything that Mr. Cramer does is red. His advertising is done with a certain swing that makes red ink very appropriate. There is a lot of it that I do not like, but he says it sells medicine, and that stops criti-The main thing about his advertising is the thorough dead earnestness of, it. It sounds as if he didn't stop to think how it was going to sound, but let it come just as he May be that is what thought of it. makes it so hard. A good deal of this advertising might give very serious offense to a great many people. However, if there are enough of the other kind of people, and you know just where to put your finger on them, it is

all right anyway. I think the one class could be reached without giving offense to the other; Mr. Cramer evidently doesn't think so, and he pays the bills.

The little booklet about "Cascarets" is worth looking at. I think it will booked at wherever it is displayed. It is black on the outside, with blood red letters showing through. The title is, "One of the Things That Kill." There are ideas in it.

Elect

The Standard Electric Company of Chicago sends me a batch of advertisements which are probably very good. The display feature is excel-I don't know when I have seen lent. two-inch ads that were so pleasing in appearance. I am inclined to believe, however, that they are just a little bit too funny. They are the kind of ads that will amuse some people and offend Perhaps those who are ofothers. fended may be very foolish for taking offense, but that doesn't make the advertisement any better. It doesn't make any difference whether people are foolish or not so long as they buy the advertiser's goods. I believe these same ads could have been filled with the same ideas, expressed plainly and simply in hard, common-sense language, and would have been productive of better results.

Better is a circuitful of Standard lamps with low cost of maintenance and satisfied customers, than many circuits of defective imitations with expensive repairs and vexation of spirit.

Ponder the pages of our book; mailed free.
STANDARD ELECTRIC COMPANY,

206 La Salle St., cor. Adams, Chicago.

Whose buyeth the Standard system of arc lighting findeth a good thing, and obtaineth favor of his neighbors.

Ponder the pages of our book; mailed free.

STANDARD ELECTRIC COMPANY, 305 La Salle St., cor. Adams, Chicago. Be thou just with thy neighbor and furnish the Standard system of electric lighting, for therein is ease of operation, low cost of maintenance, with contentment and riches.

Ponder the pages of our book; mailed free.

Standard Electric Company,

206 La Salle St., cor. Adams, Chicago.

Another advertisement, sent me in better. It contains a little more matter and tells an interesting story in a sensible way. I think it will have a much better effect on ordinary people.

### The End of a Contract,

like the end of a wasp, merits respectful consideration. It may be of value or worthless, though the beginning overflows with promise. We promise little, perform much. We bind you to use the Standard lighting system, not by contract, but by the excellent service the system gives, the low cost of maintenance, the rare need of repairs. An ever present contract, uniting us in the invisible bonds of satisfactory treatment. No system for arc or incandescent lighting so simple, so perfect mechanically, so efficient electrically. Our book will tell the rest; mailed free.

STANDARD ELECTRIC CO., 205 La Saile Street, cor. Adams, Chicago.

...

THE J. R. WATKINS MEDICAL CO. \
WINONA, Minn., July 29, 1895. \
Mr. Charles Austin Bates, New York:

DEAR SIR—In response to the invitation on the inclosed slip I send you herewith a copy of our latest pamphles, "A Winona Industry Illustrated." It was printed on our No. 6 Country Babcock Press, which is not especially designed for half-tone work. We are doing business aimost exclusively with farmers in the country by means of canvassers traveling with team and wagon. The booklet is intended for circulation among this class of people. The chjects of the publication are set forth in the circular letter to our men, copy of which, we inclose. We should be much pleased to have your candidopinion as to its value for advertising purposes, with any suggestions that you may see fit to make as to how it could be improved. The undersigned is a subscriber and reader of PRINTERS INK, and enjoys the Department of Criticism very much. Yours truly,

The pamphlet sent with this letter is exceptionally well printed and illustrated for a thing of this kind. It immediately gives one the impression of the largeness of the business. For distribution in country districts, I should think it might be very effective. I don't think it would be worth the cost in large towns and cities. The circular which goes with the book is, I think, worth reprinting. It hits straight

from the shoulder, and has the stamp of honesty.

## "A WINONA INDUSTRY ILLUSTRATED."

DEAR SIR-We hand you herewith a sample copy of our latest booklet called "A Winona Industry Illustrated." This is by far the most costly advertisement we have ever issued, and goes ahead of anything we have seen gotten up by a medicine house. The book shows up our business exactly as it is, book shows up our business without any exaggeration whatever. Every without any exaggeration whatever. The en gravings are made from photographs, and represent the plant just as it is. The cover of the book is an original design by one of our local artists. We have tried to make the reading matter interesting, without becoming tresome, the object being to impress upon the reader the following facts: First, The people who are running the business, how they came by it, their right to it, etc.; sec-ond, The association of the name of our city with our business, showing the advan-tage of location, etc.; third, A description of our plant, showing our facilities for doing our plant, showing our facilities for doing business; fourth, Interesting facts about our Extracts, Essences, Spices and Baking Powder; fifth, Our business, and how unfair competitors try to take advantage of it, and how they may be prevented from doing so. The right kind of an agent can take this book and get the customer interested, and before he leaves he will cortainly make sales. before he leaves he will certainly make sales. Now, we want one of these books put in every house in your territory where English is read, and we want you to impress upon the recipients that it is something exceptionally fine—not to be thrown aside as soon as glanced over—but to be preserved and shown to friends and neighbors. It is nice enough to find a place on the center table in the par-You will notice that we have no advertising at all on the cover, as we wished the book to make a handsome appearance. However, if you want to stamp them, you may use the center of the inside of back cover for that purpose. These books cost us lots of that purpose. These books cost us iots or money. We don't want one of them wasted, and every one must be put where it will do good. If you will distribute them in a way that will make it pay us, we will furnish them free, provided you report each week the number put out. If you want the books, but do not wish to report or distribute them in accordance with our plan, we will furnish them to you at three cents apiece. Please make out your order on the inclosed blank.

THE J. R. WATKINS MEDICAL CO.

...

SAM W. HOKE, Advertising Agent, 87 Nassau Street. New York, August 30, 1895. Mr. Charles Austin Bates, care of Printers Ink, New York City, N. Y.:

DEAR SIR-I am always an interestedreader of your department of PRINTERS' INK, including the ready-made ads, some of which I have used with scarcely a change.

Yours very truly, SAM W. HOKE.

in large towns and cities. The circuIf an advertising agent can make use
which goes with the book is, I of the ready-made ads in PRINTERS'
think, worth reprinting. It hits straight INK and please his customers and hold

their business by doing so, it would seem that these customers might, gain something by themselves subscribing for "The Little Schoolmaster in the Art of Advertising." Mr. Hoke might be said to be taking a post graduate

#### \*\_\* RETAIL ADVERTISING.

SEYMOUR, Conn., Aug. 22, 1895. Mr. Charles Austin Bates :

DEAR SIR - Taking advantage of the general invitation extended by the "Department of Criticism" in PRINTERS' INK, I submit a few advertisements we have been using.

Up to within two or three months we had been having ten inches, single column, in The Seymour Record regularly (issued week-ly). Since then we have had varying space and have paid about one-half more per inches, for the privilege (\$72 a year for ten inches, single, and 20c. an inch in varying quantities, or \$104 instead of \$72 for the same aggregate amount of space). This is all the advertising we do. Do you think it advisable to continue as at present or return to the regular space?
The only (!) fault I find with the ads is that

as a rule they seem to fall flat.

I have known of direct returns of limited amounts from some of them, but as well as I can judge they do not pay. I don't know whether they are generally read or not, but imagine they are. Do you consider the pres-eat style of setting good?

Comments and suggestions will be highly

appreciated. Yours respectfully, ROBT. K. DEAN.

With S. R. DEAN, Dealer in General Merchandise.

That these ads haven't brought returns is certainly not the fault of the ads. I believe that they are good. They are particularly good, coming as they do from a small place.

LOW Shoes needn't be laid aside as soon as hot weather goes. The kind we are selling so cheap make an excel-lent house slipper at any time of year. Light enough for slipper comfort and heavy enough for a step outdoors.

We have extended the cut price (\$1.50) to cover all the men's low shoes in stock. We shall buy no more and want to sell every pair—that's why the price is half cost.

\$1.50—all men's sizes.

S R. DEAN.

WHAT makes baking powder good?

Does the name or the price?

The name is a guarantee—insurance simply—and you pay for it in the price of the goods. But rates of insurance differ. We

goods. But rates of insurance differ. We can sell you baking powder fully insured for 35c. a pound. And our insurance is all you could ask for. Here it is:

The Boston Baking Powder is guaranteed to us to be as pure and strong—as good every way—as Royal or Cleveland's or any other. If it sin't we needn't pay for it. We make the same proposition to you. If it isn't good we want to know it. The empty can be also we want to know it. The empty can be used to be a support of the good it's a money saver. 18c. qr., 18c. half, 38c. pound. 35c. pound.

S. R. DEAN.

## PRETTY SOON you'll be doing the

bulk of the season's canning—cooking and sealing your fruit and par-cooking yourself, probably—using Antifermentine and saving coal, perhaps.

Antifermentine is a harmless preparation, in tablet form, of salicylic acid and common salt, for preventing or stopping fermentation in fruit, cider, etc.

Citier, etc.

Place the fresh fruit in jars with one antifermenting tablet—dissolved—to each pint of
fruit. Pour over it a cold syrup of sugar and
water, cover and put away.

If done according to simple directions all fruit with the exception of some kinds of berries will keep fresh without shrinking and will retain its natural flavor.

Box, containing about fifty tablets, 45c.

Ask your doctor about it, if you have any doubts.

Mason's Lightning and Hero jars. Extra rubbers for Mason's and Lightning.

A limited lot of Magic pints at the special price of 55c. a dozen.

S. R. DEAN.

\$6 OR \$8 for a pair of men's shoes stands for more than high quality of stock and making. It stands for the certainty of a fit, for "expert" service and advice, the reputation of the ouse and other things.

If you have money enough or a hard foot to fit probably you get your money's worth.
We haven't the variety of shapes or perhaps quite the assortment of sizes and widths that you find in the best city stores, but no better calf or more careful hand sewing and making goes into any shoe than into the one

that we sell for \$4.50 There's hardly one chance in ten that we can't fit you, either.

S. R. DEAN.

I don't know anything about the prices quoted. Perhaps there is nothing attractive in them. Perhaps there is something wrong with the store itself, or it may be that the paper the ads are published in doesn't reach a sufficient number of people, or it may be that it is not an interesting paper to the people it reaches. I firmly believe that the character of the paper has much to do with the effectiveness or the ineffectiveness of the advertising that is done. I believe I can understand the failure of the baking powder ad. The price is too close to that of the Royal or Cleveland to make it any object for people to buy it. A woman isn't going to risk her time and patience, and the other ingredients that go into a baking, for the sake of saving from five to fifteen cents on the baking powder. As nearly as I can figure it out, the failure of a baking causes about seven thousand dollars worth of vexation to a woman who really prides herself on her ability as a cook. She is not going to risk all that money just because Boston Baking Powder is guaranteed. The other powders are guaranteed by the experience of thousands of women for num-

bers of years.

There is some reason why these ads do not pay, and if Mr. Dean will keep a sharp look-out for it, he will doubtless find it some place. The ads are well enough written, so far as that goes. The fault must be in the paper, in the store, or in the facts that have been put into the ads.

" THE SUNDAY NEWS." ALTOONA, Pa., June 10, 1895. Mr. Charles Austin Bates .

DEAR SIR-I don't pretend to know much DEAR SIR—I don't pretend to know much about ad writing—reporting and editing is more in my line. However, since I have been editing the News I've had to write a few. I inclose you a few I've "faked up" for a tailor and one for a grocer. I stole what I could and wrote what I had to, and the result is before you. Please give me your opinion of my efforts in this direction. I send you herewith a copy of the Sunday News, on which I invite your criticism and suggestion for pushing its circulation. Any

assistance you can give me in this line will be thankfully received. We are young in the business and are always anxious and willing to learn. Please answer my questions and oblige,

Yours very truly, HARRY U. TIBBENS.

These ads are very well written from a literary standpoint, but they are not quite so good as advertising. They are good, but it seems to me that they could be shortened and improved. If they could be cut in two about the middle, I believe it would be better. They would be better still if the reading matter was shortened and some definite information with prices on certain goods were given. I reproduce two or three of them, because they all have good points in them. What they need is condensation.

## **James**

## Whitcomb Riley, The Poet,

Says he would be well dressed if he had to go Says newonin of the state of th am prepared to make, on reasonable notice, suits from fine imported or domestic fabrics in the latest styles at very moderate prices. We guarantee the fit of every garment turned out, as none but finished workmen are employed. Don't look slouchy when you can get a fine custom-made suit so cheap. Call and examine goods and ascertain prices.

" If Levan made them, they fit."

## SUMMER DAYS HAVE COME AGAIN

And with them comes the necessity for light weight, seasonable crowning dress. Whether you want a fine evening dress will we suit or a negligee or business suit we can please you and give you a fit that can't be duplicated in this town nor improved in any other. We have all kinds of suitings in various patterns and grades and we take a great deal of pride in having them made right-in pleasing our customers and making

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pleasing our customers and making them regular patrons.

We guarantee the quality of the goods and the fit and give satisfaction to the most exacting. Don't wear your old heavy suit when you can get such a nice summer suit at such reasonable

rates.

" If Levan made them, they fit."

## WE MAKE FRIENDS OF OUR CUSTOMERS-AND CUSTOMERS OF OUR FRIENDS.

Transient trade is all right for a superstructa ransient traue is all right for a superstructure, but steady custom is the foundation of a business—that's what we have worked for. We have given prices which have attracted you and treatment which will hold you—doing this we disprove the old statement that "there is no friendship in business." A man had better that one without a superstructure of the statement that the propers of the statement that the sta had better try to get along without customers than without friends. We knew a fellow once—but that's another story—so is this:
You are about due for that summer suit

now-weather getting too warm for the heavy winter clothes. Come in and inspect our stock of fine fabrics—something to suit all tastes and pocket-books. Don't worry about the fit-we attend to that. There is no guesswork about the set of a suit when we take your measure. The best dressed men on the streets to-day are wearing our clothes. We please the most exacting in fabric, fit and workmanship.

"If Levan made them, they fit."

### NEVER MIND THE WEATHER.

Don't allow the cold snap of the past week to deter you from ordering that new light weight suit. Summer will soon be herewarm enough, and then you will need some-thing cooler than you are wearing now. We have in stock the latest foreign and domestic fabrics, woven in the newest patterns and shades. The goods are well adapted to all occasions and we can suit you whether you want an outing suit, a business suit or any other kind of a suit. Our clothes all bear the unmistakable stamp of being the output of artist tailors. We employ the best help obtainable and turn out no suit which does not measure up to the high standard set. We take your measure and GUARANTEE a fit. Don't look shabby or slouchy when the same amount of money will make you look elegantly dressed if you patronize

#### READY-MADE ADS.

I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Conkributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.

For a Clothier.

### This Is a Chance

for you folks who like to make a dollar go as

far as possible.

We've carefully looked again at all the Boys' Shirt Waists made, for fear there might be a better one out than the "Star." We wouldn't swap agen-cies for double the profit that's in the "Star." We want the best—and the next is further behind than ever.

The Star makers have the advantage because they've got their own weaving works—their own designers—and everything to do with.

Guess we've all of 500 different patterns in the spring line. You can't wash the colors out—nor you can't wash 'em out of shape. They're not any higher than any good Waist. We trim our profit so they shan't be.

Heading for any Business.

## OUR HOPE.

Tell us how to make this a better store if you can. We're not satisfied to have it the best in We want to make it the town. best in the land.

For a Trunkmaker.

Let Us Send For and Repair Your

### OLD TRUNK

-Possibly it may tide you over to next you buying a new one just now. A postal will bring us, and we will estimate free. Delivered, too, if we repair it.

For a Laundry.

"Tendin' to your own business" is a pretty good rule to go by. We don't waste our time bv. abusing other laundries-there's room for any laundry if it's good enough. We're directing all of our energy to making our laundry the best in Washington-that's why we're doing as much business as all the rest combined. Drop a postal and our wagon will call.

For Gasoline Stoves (By S. H. Blackwell).

A man with a ten-cent cigar in his mouth A man with a ten-cent cyar in his mouth remarked, the other day, that just as soon as he could afford it, he was going to buy his wife one of our "RELIABLE" Gasoline Stores. "Her kitchen is awful hot." said he, "and she just about roasts herself cook-ing over that old cook store."

We suggested that one ten-cent cigar a day would, in a year, buy the stove and gasoline

enough to run it a year.

For a Glazer.

### We're Glad You Like Our Way of Doing Glasswork

-it must be that we have a "knack" of doing it better and different from others, else you wouldn't tell your architect to
"let Hodgkin do the glazing."
We thank you for the appreciation. By the way, if you would
care to look upon the largest stock and the largest plates of glass that have ever entered Washington, drop in and let us show you through our warehouse.

For Building Materials.

We sell everything that enters into the construction of a house, and sell it lower than anybody else. and keep it always in stock.

For a Dentist.

#### NOTHING EXPERIMENTAL

about our method of painless treatment for ailing teeth. It is entirely scientific - perfectly harmless and whenever used. The advice and attention of a skilled practician assured every patron. without pain, 50 cents. Extracting

For a Dentist.

## There is a Point

on the down grade of quality and price where cheapness ceases to be economy. Our claims of superiority rest on superlative service and not on price—but the association system enables us to adopt fees which private practitioners cannot afford for the best grade of work.

Read our ad on local page.

Extracting 25c.; with Zono or gas, 5cc.; cleaning, 75c.; fillings, 75c. up; gold crowns, \$7.50; best teeth, \$8.00.

For a Jeweler-(By Henry Holmes).

#### A GLOCK THAT LIES

makes lots of needless The most wearisome waiting. The most wearisome thing in life is waiting. Often it is needless. A clock too slow, or too fast, makes the trouble quite often. That's a trouble easily remedied. Every watch or clock we sell goes with our guarantee on its time-keeping qualities.

## 32 per cent More Advertising

printed in The Evening Post during 1894 than appeared in any other New York evening paper. The excess in 1893 was 25 per cent.

## 654 More Columns

of advertising printed in The Evening Post during 1894 than in 1893. An exceptional record.

# Nine Times Out of Ten.

"The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post. No other has so large an advertising patronage. In influence and respectability it easily takes the lead."—Printers' Ink.

Publication Office:

206-210 Broadway, - - New York.

## The Best Engineer

keeps his eye always on the track ahead. If he tried to be conductor, baggage man and all, there would soon be a smash. Other departments of your business demand your attention. Better let some one else handle the advertising throttlepreferably

LORD & THOMAS,

Newspaper and Magazine Advertising,

45-49 Randolph Street, CHICAGO.





ly covers its field. Not a city or town in the great State of Nebraska where the Daily and Sunday cannot be found; not a farm-house or hamlet in which the Weekly is not read. Also adjoining territory in lowa, Kansas, Missouri and the Dakotas. It is up-to-date in everything that makes a newspaper

everything that makes a newspaper great. It enjoys the confidence of its readers, and is a power of good to its advertisers.

## **Known Circulation:**

Daily, Exceeding . 19,000 Sunday, " . 20,000 Weekly, " . 35,000

#### A. FRANK RICHARDSON,

Chamber of Commerce, CHICAGO. Tribune Building, NEW YORK.

# The Seattle Post-Intelligencer....

Every intelligent advertiser knows that, in placing new articles on the market and in keeping old ones before the public, the great newspapers of the country are the most effective mediums. This is because they have a large and prosperous constituency, with ample means to supply their wants. The great newspaper of the State of Washington is the SEATTLE POST-INTELLIGENCER. It has no rival, no peer, and stands absolutely at the head of the newspaper procession in the great Puget Sound Region.

## KNOWN CIRCULATION:

 Daily, Exceeding
 =
 14,000

 Sunday, Exceeding
 =
 15,000

 Weekly, Exceeding
 =
 15,000

### A. FRANK RICHARDSON,

Chamber of Commerce, CHICAGO. Tribune Building, NEW YORK.

# Don't Waste Your Money

.....

In no department of a printing office is there more waste than in inks. The cans and kegs are left exposed and the ink becomes dirty and hardens. You can save from fifty to eighty per cent on your ink bills by buying from me and sending the cash with the order. My inks are the best in the world and if they are not found satisfactory I am always willing to have them returned and the money refunded. I trust no one. I never ship the inks without the money. These are iron-clad rules from which I never vary.

Give me a chance to convince you!

Address (with check)

PRINTERS INK JONSON,
8 Spruce Street, NEW YORK.

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P. S.—My job ink cabinet containing twenty-one different iaks is just the thing for any printing office. It is both ornamental and useful. Price \$12.00, cash with the order.

# Cheaper and Better



My competitor, the Buffalo Ink Works, had an advertisement in the Chicago *Inland Printer* for September, and I have reproduced the same.

It calls attention to the fact that their inks are not as cheap as the cash-in-advance inks, but they are better and more reliable. My raw materials are purchased from the same concerns that they buy from, and are made into the best inks that can be manufactured at any

price. The cost of selling has been the largest item in the printing ink trade for years, and the prices of the inks had to be kept up accordingly. My competitors would sell on six months' credit and take a note for six months at the end of that time; and, of course, they cannot afford to sell at my prices, as I have no salesmen, and have the use of the money to push my business. I keep no books. I make no bad debts. If the cash does not come with the order, I hold on to the ink. These are iron-clad rules from which hence vary.

If the inks are not found as represented, I will buy them back again. Send for a trial order, and compare them with the highpriced inks you formerly used.

PRINTERS INK JONSON,
8 Spruce Street, New York.

# More Circulation And Less Than Half Their Rate.

The circulation of the Washington EVEN-ING STAR is more than that of the three other Washington dailies combined, and yet its rate is less than half of that of the three papers added together.

## THE STAR

covers the city of Washington completely. It goes to 82½ per cent of all the occupied houses. It charges but 7½ cents per line for 10,000 lines to be used within one year.

L. R. Hamersly, New York Representative, 49 Potter Building.

## There Are Not Many Others

Mighty few weekly papers' circulations exceed 100,000. The weekly edition of

## ·· The ·· Kansas City Star

is one of these few. Mailing lists at its New York, Chicago and home offices evidence this fact. No advertiser has ever been disappointed in the results it produces. Where ads have been keyed THE WEEKLY STAR has always stood at the head of the list of business bringers. Rates will be advanced October 1. Get in before they go up.

THE STAR'S GUARANTEED CIRCULATION:

Daily 60,000. Sunday 60,000. Weekly 110,000.

\*

Chicago Office, 1320 Masonic Temple, New York Office, 80 Times Bidg., W. T. DAVIS, Mgr.

FRANK HART, Mgr.

# It's the Talk of the Town.

The great success we have made with the Advertising on the

## BROOKLYN "L,"

and you don't have to go to Brooklyn to see how we do it. Our immense new offices give us plenty of room to display racks, signs and posters. Call in and look around.



## Carleton & Kissam,

Main Floor. Postal Telegraph Building,

253 BROADWAY, N. Y.

BROOKLYN OFFICE, 35 SANDS STREET.

# \*\*North and \*\*West

SIDE CARS IN

# Chicago

offer the Best and Cheapest medium of publicity in the metropolis of the West.

1,100 FULL-TIME CARS.
165,000,000 Passengers in 1894. . . .

For rates address

## CARLETON & KISSAM,

87 and 89 Washington St., Chicago. 50 Bromfield St., Boston.

253 Broadway, New York.

# All Eyes

ARE ON ...

In Northern Ohio



THE CLEVELAND PRESS and it will HIT '00,000 EYES and influence over 300,000 THRIFTY BULKTYES. Why not use these eyes to your profit?

## IF IT IS IN THE PRESS IT PAYS.

#### E. T. PERRY,

MANAGER GENERAL ADVERTISING DEPARTMENT,

53 Tribune Building, New York.

65 Hartford Building, Chicago.